

Resource Ammirati

AN UNMETRIC CLIENT SUCCESS STORY

unmetric

**RESOURCE
AMMIRATI**



Resource/Ammirati is a digitally led creative agency formed from the integration of digital marketing pioneer Resource and New York advertising firm Ammirati. The agency offers nimble start-up spirit at scale, with 400+ associates spanning four offices. Marketers like Coca-Cola, CVS, DSW, Nestlé, Newell Rubbermaid, North American Breweries, P&G, Pirate’s Bounty, and Victoria’s Secret turn to Resource/Ammirati to build OPEN brands and embrace “everywhere commerce” to accelerate growth.

The Unmetric Advantage

Resource started using Unmetric in 2013 for the time-saving benefits the platform provides for creating client reports and conducting competitive benchmarking for social content. Today, Resource/Ammirati uses Unmetric to help build monthly insights dashboards, campaign intel on aspirational brands, and to enhance new business pitches with social performance data.

The Result

“*The insights Unmetric provides is a great way to complement the monthly data we provide our clients to help them benchmark and understand what content works. Before we had the platform, pulling data and going through content manually was extremely time consuming, and Unmetric sped up this process saving us time & resources.*”

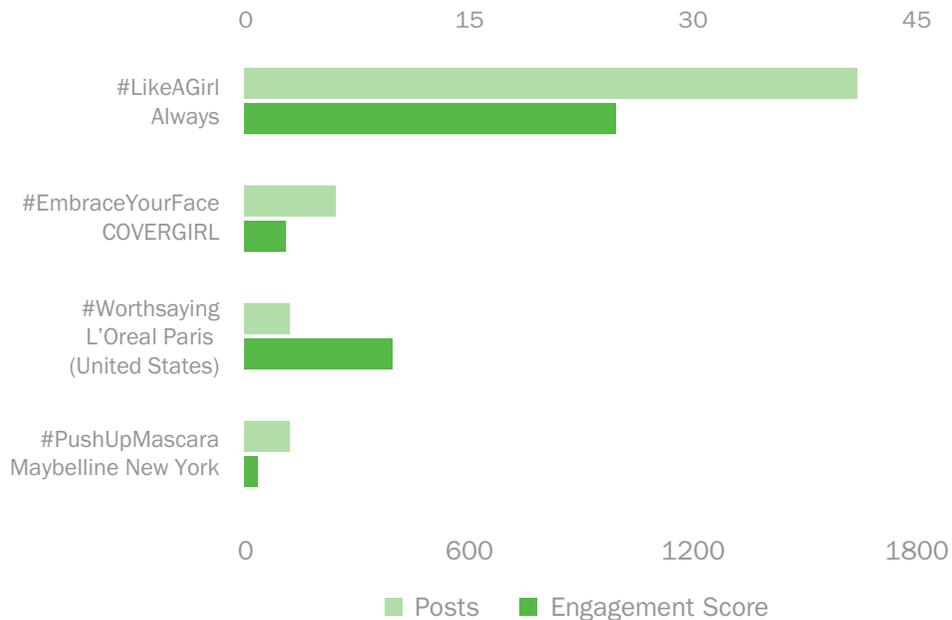
Matt Schultz, Former Senior Manager of Social Media, Resource Ammirati



Most Engaging Brand Campaign

Easy Reporting

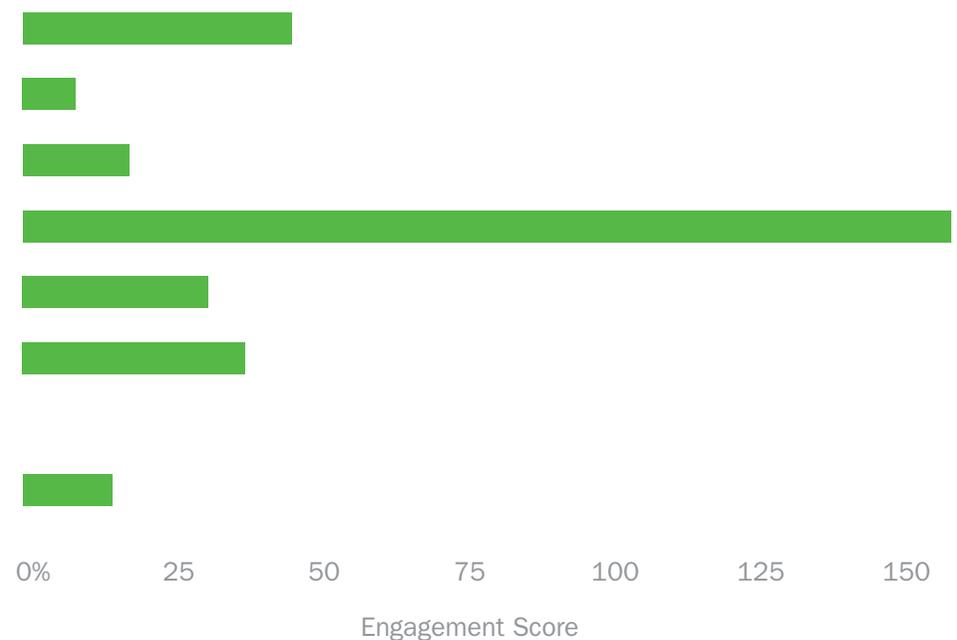
Resource/Ammirati uses Unmetric to both create and supplement monthly and quarterly reports for clients. Unmetric's configurable reports allow Resource/Ammirati to pull out and highlight the most relevant data points depending on the social network and needs of each individual client.



Best Engaging Brands

Competitive Benchmarking

Unmetric enables Resource/Ammirati to dive deep into the content strategies of their client's' direct competitors all without having to manually monitor and analyze multiple brands across various social networks.

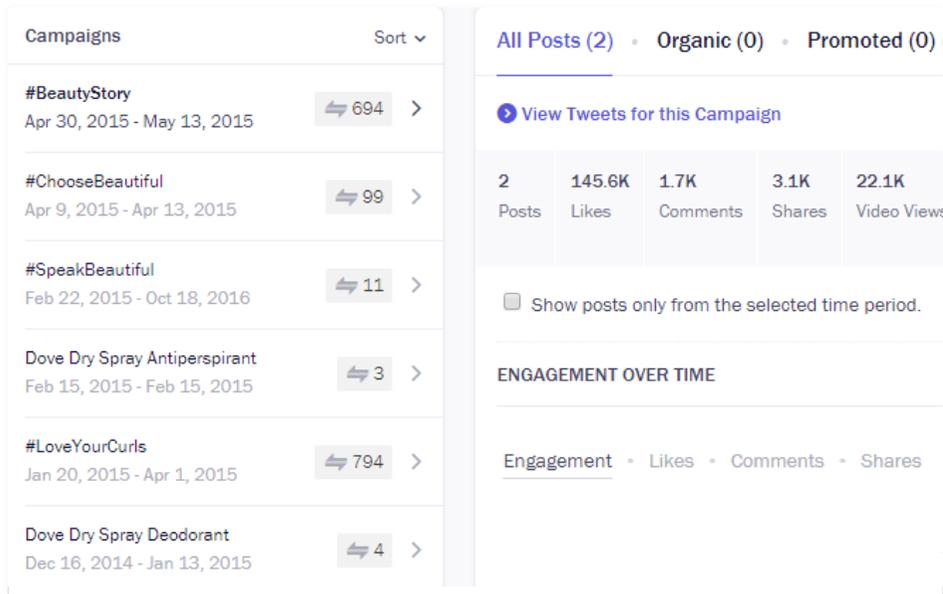




Top Performing Campaigns

Aspirational Benchmarking

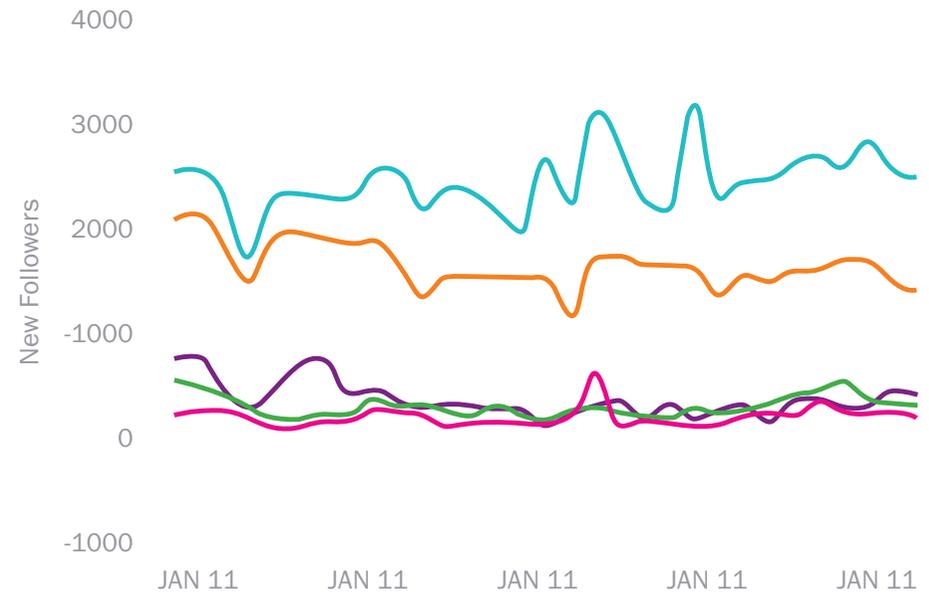
In addition to monitoring direct competitors for their clients, Resource/Ammirati uses Unmetric to look at the content of aspirational brands within the same category, or even a totally different sector. They also analyze connected brands that produce content or run campaigns that might interest a client's audience.



Twitter Engagement - A Trended Look

New Business Pitches

With Unmetric, Resource/Ammirati can easily access and present data visually that helps tell a story about where a prospect fits into the competitive landscape and help fill knowledge gaps around existing opportunities to enhance a brand's social efforts.





Final Word

“ *The ability to look at the social performance of brands within broader industry categories and create bigger benchmarks arms us with valuable insights we can take back to our clients. For instance, we can get great content inspiration for a home improvement brand by looking at the successful campaigns of larger home improvement brands.* ”



Matt Schultz,
Former Senior Manager of Social Media,
Resource Ammirati

For a live demo of Unmetric, email us at team@unmetric.com