

The Role Unmetric Played
In The **Success**
Of **Big Brands**



Here's how some of our clients use intelligence from Unmetric to take action and make a tangible and successful mark on social media.

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It's Always Personal



Unilever uses Unmetric to stay relevant and share the most engaging content

Unilever's Personal Care People Data Centre (PDC) are some of Unmetric's power users. This PDC team sends out an internal newsletter containing the best content in the Personal Care industry. And where do they find this content? With a little help from their friends at Unmetric! The newsletter ensures everyone who works with Personal Care products at Unilever is on the same page and is provided with new avenues of inspiration.

Another priority for the team is to identify trendsetters and outliers in the Industry. They made a request for content in the industry with the highest reach. Since this data isn't readily available on the platform, we send this to them offline on a monthly basis. Our client's needs always come first, so if we need to unify efforts, we will. In this instance, several teams have to work together to get this data across to them.

Come Fly With Us



An airline company uses Unmetric to monitor customer service.

The Aviation Industry is hugely focused on Customer Service, particularly on Twitter. This US-based airline company is no exception. Every day, they receive thousands of mentions from passengers containing questions that need urgent attention. And every day, this airline responds quickly, one of the reasons why they are constantly winning awards for their excellent customer service.

Keeping up this level of excellence is of utmost importance to this airline's social media team, which is where Unmetric comes in. To stay on top of their customer service, one member of the team checks the airline's Response Rate metrics on a weekly, or sometimes, even daily, basis. They look at the numbers very closely - for example, has their reply time dipped lower than their average time? Are they faster to reply on a certain day of the week? They dig deeper if there are anomalies. Finally, they discuss these cases with their team to ensure they don't happen again.

Playing The _____ Long Game



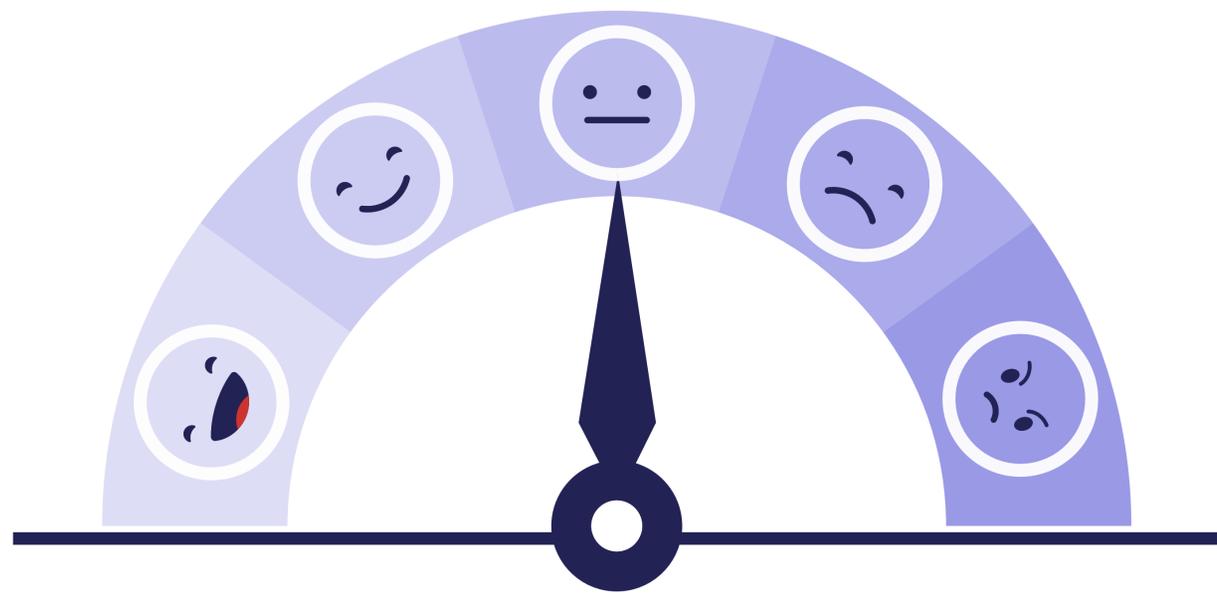
An agency used Unmetric to track their falling Engagement and save themselves.

An IPG Agency was working on drumming up engagement before the US Open in 2016. They started off by analyzing the content and corresponding metrics to the other tennis championships happening that year namely the Australian and French Open and Wimbledon. They used this data and published content along those lines, hoping for similar engagement. Strangely, they weren't hitting those high engagement numbers, especially in comparison with the levels they saw in 2015. Were fans suddenly just not interested in the US Open anymore? The team at the agency put on their detective hats and looked at data from 2013, 2014 and 2015 -

engagement for their content seemed to be alive and thriving.

The 'Aha!' moment came when they looked at data from 2012 - it was similar to what they were seeing in 2016. So what did both these years have in common? Both years saw the mother of all sporting events - the Olympics. They suspected fans might have been overloaded with tennis news, leading to fatigue. Looking at this data with fresh eyes, they went back to the drawing board and overhauled their publishing and content strategy. And that's how they started winning the engagement game again.

Crisis Averted



Edelman managed to change people's sentiments about a brand

Edelman handles PR and social for a significant number of Fortune 500 brands. The work's demanding and deadlines are always tight. One of their clients, a telecom company was experiencing a PR crisis. The general sentiment towards the brand was changing fast.

The agency kicked off an initiative to handle the crisis and was working towards a quick turnaround in brand perception. Soon, the sentiment seemed more positive, but the agency needed to quantify this change to prove to the client that their PR initiative had been a success.

But how does one quantify sentiment? Enter Unmetric. They used the product to export and evaluate comments from the brand's Facebook Posts. The change in these interaction metrics showed that there was a change in the audience's attitude towards the brand over the past few months.

Running With The Bulls



A cola brand found inspiration on Unmetric

In 2015, a soft-drink brand wanted to amp up their social media efforts with a specific focus on 'Music'. They were already sponsoring many major music events but needed a game plan for an all-encompassing marketing strategy on social. Their first step was to use Unmetric Explore (Discover's predecessor) to find out what content other beverage brands were already posting around the topic.

With Explore, they identified and dissected several efforts including the Red Bull Music Academy. They also noticed that brands posting about independent artists got a lot of engagement. This pushed the team to craft their own strategy and provide data-driven briefs to their content creative teams.

Thank you!



Have questions?

Write to us on team@unmetric.com

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