



Unmetric Client Success Story

With national clients spanning multiple sectors, including automotive, telecom, healthcare, consumer electronics, and more, avakon+ is a full service agency helping brands drive meaningful engagement with online communities. Learn how Unmetric became an essential part of avakon's new business pitches and wins, as well as driving sustained value for its clients.

The Unmetric Advantage

avakon+, an agency based in Greece, started using Unmetric in April, 2014 for the power of its competitive intelligence and robust reporting. Today, Unmetric is an integral part of every new business pitch, enabling avakon+ to show potential clients the benefits of social competitive intelligence--from keeping tabs on what their direct rivals are doing, to identifying gaps in their own social content strategy.

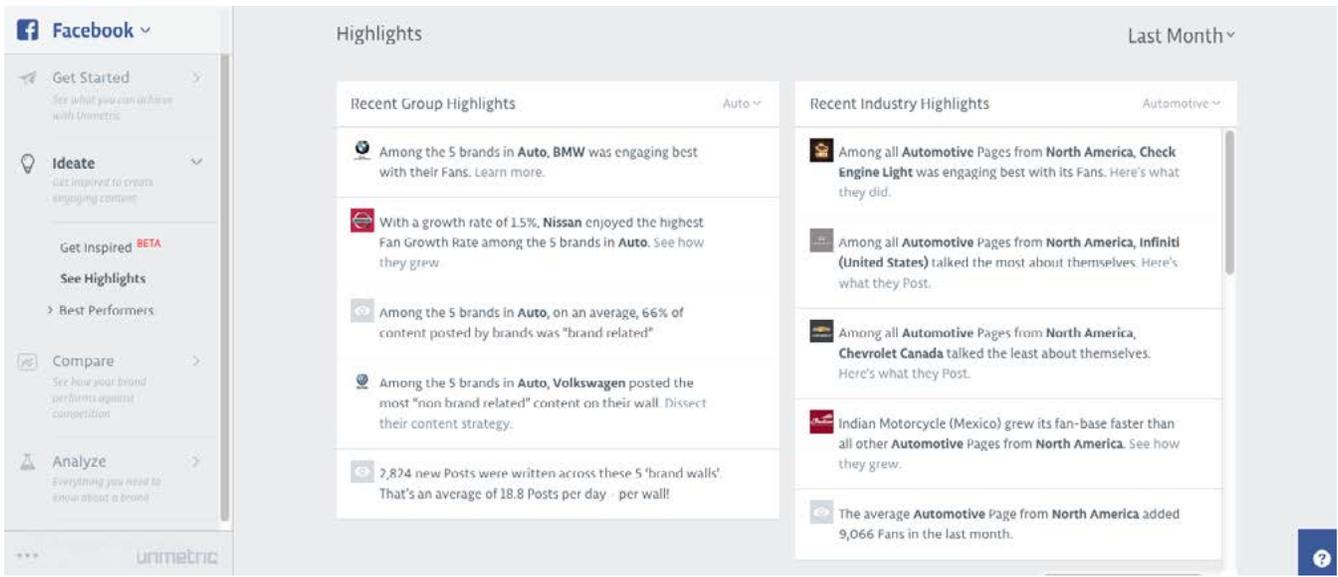
Results



“New business is the lifeblood of any agency. Today, the agency that wins goes beyond vanity metrics and demonstrates how to drive meaningful engagement that furthers business objectives. Unmetric has become our secret weapon in this regard and is an essential part of winning--and keeping--clients.”

– Stavros Kontaktsis, Partner at avakon+

5/5 Pitches won with the use of Unmetric



Using Unmetric, brands can identify top performers in each industry across a range of metrics

Identifying Prospects

avakon+ uses Unmetric to understand what brands are doing outside of Greece and identify potential clients based on each brand's total global presence and social media content strategy.



Outliers and brands with exceptional social strategies can easily be identified by comparing a variety of metrics

Pitching Business

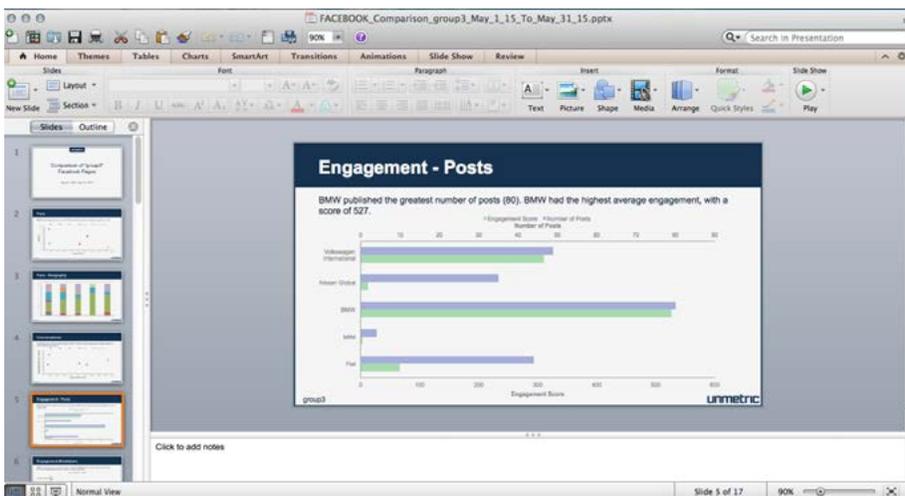
Armed with insights from Unmetric's competitive intelligence, avakon+ goes confidently into any new business pitch positioned as an expert about that prospect's social media strategy, as well as the strategy of its closest rivals.



Content strategies for brands on Facebook are laid bare thanks to Unmetric's unique combination of algorithms and human data analysts that tag each post on Facebook

Providing Actionable Insights

With Unmetric, avakon+ can offer prospects real insights about their social strategy based on data--from what content to prioritize and promote, to creating a more balanced content or campaign mix.



With one click, export ready-made, customizable performance reports – all that's left is to add your logo to the slides because everything else is done for you

Driving Sustained Value

With Unmetric, the avakon+ team is able to easily build and provide reports for individual social campaigns or ongoing competitive analysis on a weekly, monthly or quarterly basis.

“Reporting is an essential part of what we do for clients, as it’s the only way to illustrate what is or isn’t working. Unmetric makes it extremely easy to generate regular reports based on the most important KPIs for each client--saving us time to focus on strategy.”

– Stavros Kontaktsis, Partner at avakon+

For a live demo or a free trial of Unmetric,
sign up by clicking the button below

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Or Email: notjustnumbers@unmetric.com