

Away achieves a 3x increase in engagement using Unmetric

AN UNMETRIC CLIENT SUCCESS STORY



Away is a global lifestyle brand designing thoughtful objects to make traveling more seamless. The company launched in 2016 with a single product, but has quickly disrupted the \$40+ billion dollar luggage industry as one of the fastest growing direct-to-consumer brands. From a marketing perspective, they're telling stories that inspire people to travel more, talking less about the product's features, and more about the places you can take them.

The Unmetric Advantage

Away started using Unmetric to develop measurable KPIs to remove the “gut feel” dependency of decision making. With Unmetric, Away has been able to take a data-driven approach to social and is able to discern content insights on a deeper level. With Unmetric, Away uses the data to back up their intuition.

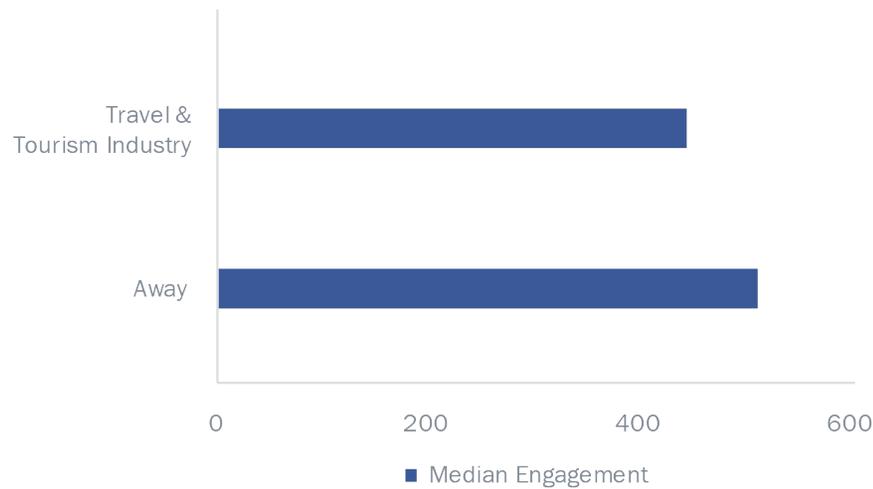
The Result

Unmetric gives us the data to inform our intuition. The user-friendly platform gives us the visuals to quickly understand what's working instead of flooding the team with an overflow of dashboards and content feeds. As we continue to launch new products, Unmetric gives us a great understanding of the competitive landscape to better inform our strategy.

– Jayne Flynn, Data & Analytics, Away

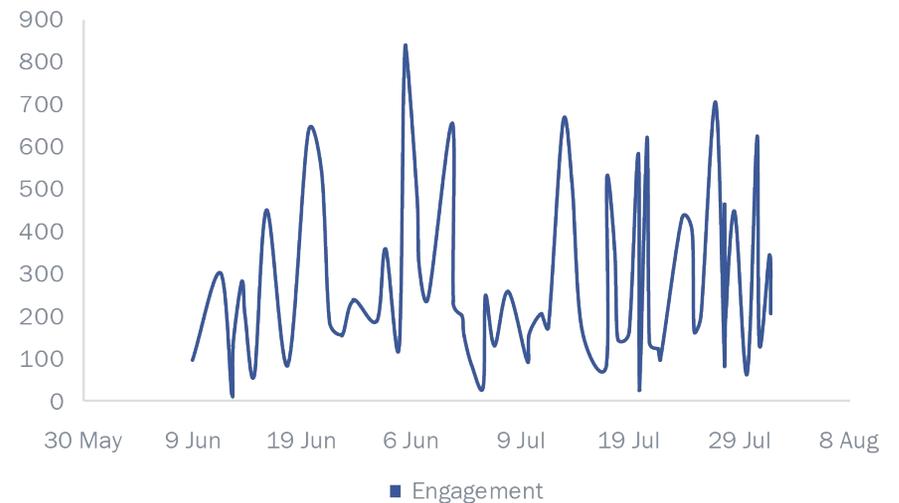
Competitive Benchmarking

Away uses Unmetric to look at brands in both the travel industry, as well as top performers on social regardless of industry. Unmetric helps them see if their own content is resonating with audiences and also understand what their peers are doing to engage with their communities.



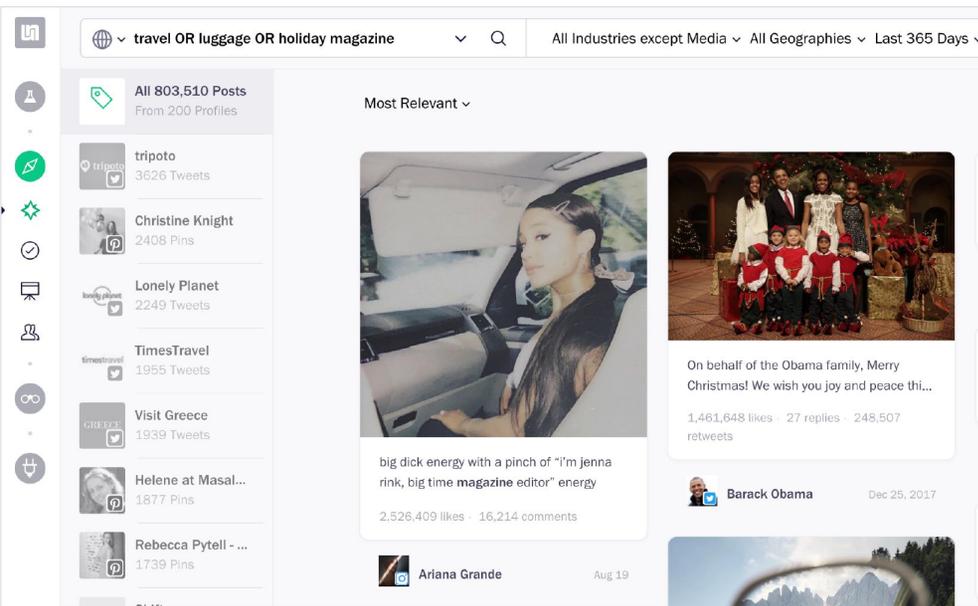
Content & Engagement

Using Unmetric, Away was able to easily identify trends within their existing content to see what was best resonating with their community and, over the past few months, their engagement on Twitter has tripled!



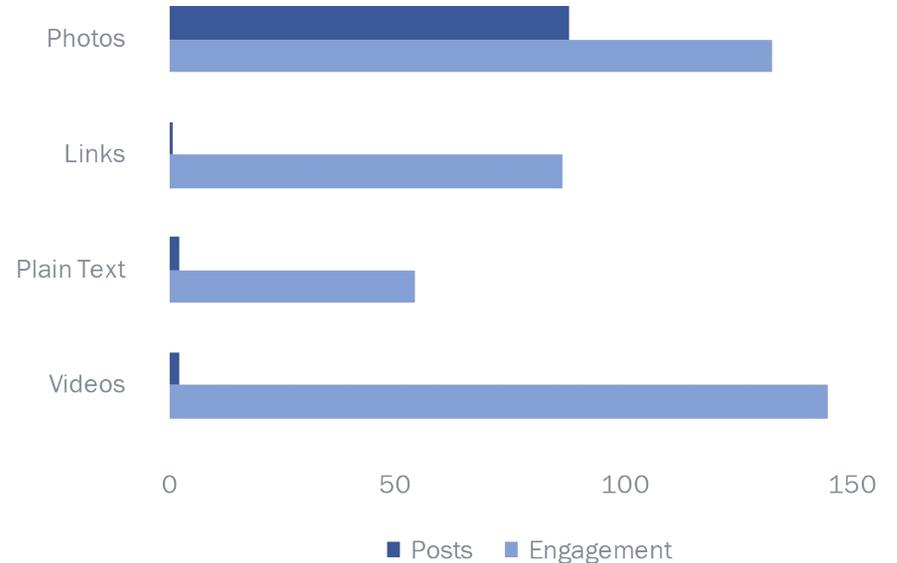
Inspiration and Brand Building

Part of Away's editorial arm, Here Magazine, is expanding its social presence across platforms, and Unmetric's Discovery tool has been a helpful resource as they determine the strategy that will help them reach readers.



Internal Reporting

Unmetric has helped equip teams at Away with the tools to better report their impact internally. When they're able to share what's working across the organization, they can improve collaboration and planning for the future.



Final Word

Data can be overwhelming, but using it effectively is crucial to a company's success. Unmetric delivers the ability to parse it down, answer questions to complicated questions, and better evaluate how we're performing.



Jayne Flynn,
Data & Analytics, Away

Want to see similar results for your own brand? Email us at team@unmetric.com