

pivotalINTERACTOR

Leading B2B Services Firm

Situation:

- **Multiple individuals monitoring and reporting data feeds** from many different paid and unpaid media sources (e.g., paid search, digital marketing, social and traditional media monitoring, corporate website, market research tracking programs)
- Executive team sought to **quantify the impact of the programs** across all sources, and to learn **which events warranted reactions** in the media

Testing:

- Integrated data sources from **over 50 disparate daily data streams** into a unified database
- **Provided dashboard interface with top-level executive metrics and drill downs** for individual data streams
- Developed **influencer model** to score social media postings and **probability each would go viral**
- Provided the basis for **ROI modeling** using the integrated end-to-end data

Outcome:

- Translated data into **actionable intelligence** that has business value
- Provided an **integrated view** of the data streams
- **Produced alerts** for indicators that go outside of established norms to drive action where needed
- **Quantified impact** of each paid media placement in driving profitable traffic to the firm's website
- Established a market simulator to **model future competitive scenarios**