



Onclusive



Lucidworks

Lucidworks' Clear Choice: Onclusive for PR Analytics

A Case Study with Lucidworks





About

Lucidworks is a fast-growing company, working on creating a global brand and increasing category awareness. The company is educating the marketplace through thought leadership, aiming to establish itself as an organization of industry experts / backgrounders.



Challenges

Lucidworks created a platform that enables enterprises to connect users with the data that they need to make decisions. Unfortunately, Lucidworks' marketing department struggled to get actionable information about its own PR efforts. The PR "team" is a one-woman show.

Some of the struggles she faces are:

- Lucidworks has historically had relatively low coverage
- Her work is very manual and time-consuming
- It was hard to prove the value of PR without appropriate data

Lucidworks' Key Needs

- Trustworthy analytics to quantify the value of PR and justify investment to grow the PR team
- Campaign tracking for its "Activate" user conference, "Activate Now" mini conferences in London and Asia, as well as meet-ups
- Establish a baseline of coverage for Lucidworks and its competitors against which to measure performance
- An understanding of the impact of certain publications to know where to focus time
- Quick and easy reporting

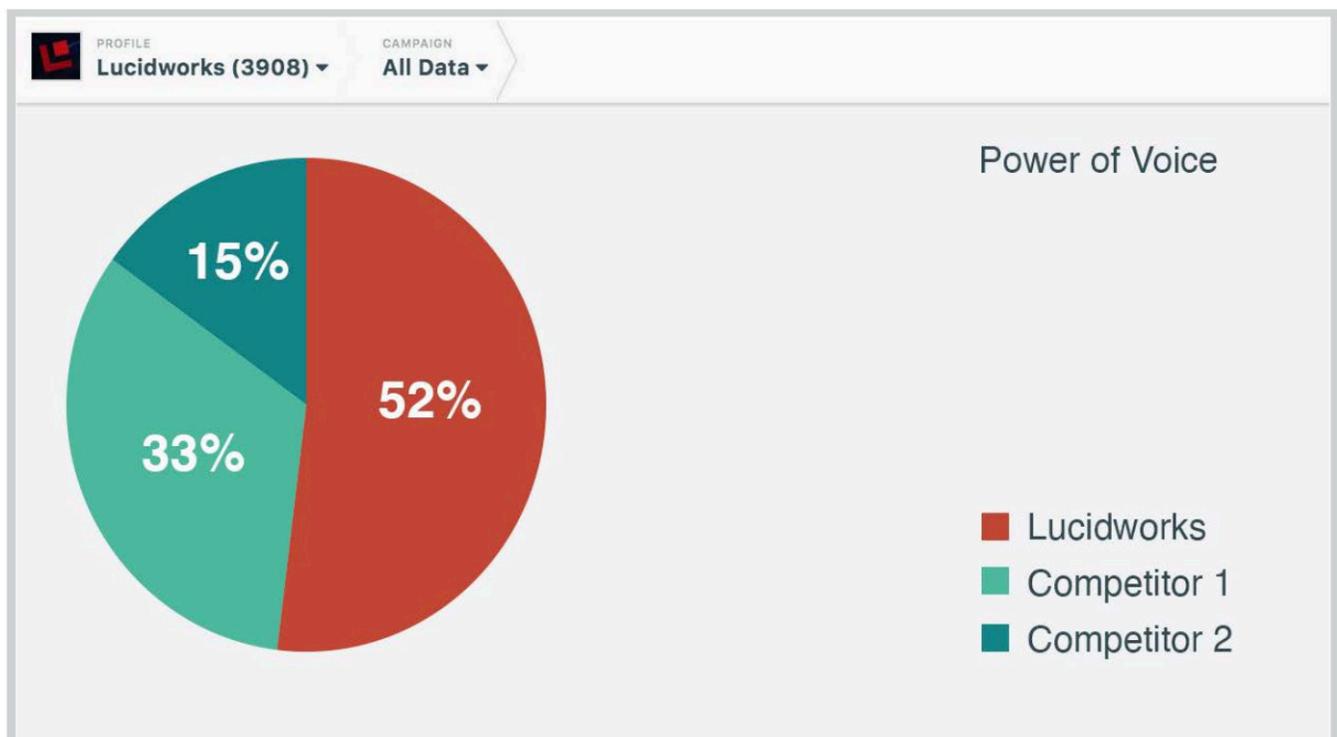
	Articles	Amplification	Potential Customers	Interaction
digital transformation	67	1.7k	546	9
productivity	60	1.3k	311	3
chatbots	36	1.3k	266	5
microservices	29	1.1k	163	3
diversity	7	24.1k	77	2
inclusion	6	23.9k	43	0
humanizing AI	1	31	8	3



Solution

Lucidworks selected Onclusive for the following reasons:

1. Onclusive's Power of Voice™ score provides a robust measure of how Lucidworks is capturing mindshare.
2. Onclusive's PR Attribution metrics, especially "potential customers" and conversations, credibly quantify the effect of PR to justify greater investment.
3. Onclusive's unified reporting suite saves reporting time across campaigns and geographies.
4. Onclusive's News Engine Optimization (NEO) scores quantify message pullthrough and enable category building and thought leadership message identification and testing.



VIVEK SRIRAM
CMO

Building a brand and a new category at the same time require precise communications efforts which need to be supported by the most sensitive and credible analytics.

KATIE FLOREZ

PR Manager and Content Strategist

Onclusive saves me a ton of reporting and analysis time and enables me to really focus my efforts on the topics, publications, and writers that matter.

Onclusive

Onclusive is the data science company for communications. We connect content to business outcomes for the first time, and leverage artificial intelligence to reveal which communications strategies drive actual brand engagement. The result is thousands of high-performance campaigns around the world. Onclusive developed the Power of Voice™ metric as a way to measure the quality of a brand's media coverage in relation to its competitors, and invented PR Attribution™ to measure the real impact that content is having on a company's bottom line. Onclusive was founded in 2011 and is headquartered in the San Francisco Bay Area.

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