



Why the Equilar Communications Team moved from Cision to Onclusive Pro

A Case Study



EQUILAR





About

Equilar is the leading provider of corporate leadership data solutions. Companies of all sizes rely on Equilar for their most important business decisions, including 70% of the Fortune 500 and institutional investors representing over \$20 trillion in assets. Equilar offers data-driven solutions for business development, recruiting, executive compensation and shareholder engagement that bring together business leaders to drive exceptional results. Founded in 2000, Equilar is cited regularly by Associated Press, Bloomberg, CNBC, The New York Times, The Wall Street Journal and other leading media outlets.



Challenges

The Equilar communications team had been struggling with the following:

- The ability to accurately and efficiently track media mentions at target publications without having the process be manual. Their former platform would not capture all brand mentions, and sometimes would include coverage that did not cite Equilar.
- Compiling dashboards to measure and report. The team were in dire need of a solution that would make it seamless to report on their efforts.
- Building media relationships with reporters for the first time; searching for and discovering articles that those reporters published, as well as securing their contact information for potential pitches was manual and was taking a lot of the team's time.



Selection Process

Prior to Onclusive, Equilar was using a Cision media monitoring platform. While it met some of their needs, it was not up to the standards that they sought, particularly as they planned to refine their PR strategy. With this in mind, they began to search for a new platform that was better suited. On their first demo call with Onclusive, they were “blown away at the functions of the tool.” In addition, they were impressed by Onclusiv’s partnership with Business Wire.

When they learned that Onclusive had a product that was more affordable than what they were paying for their previous tool and still allowed them to access what they needed, they signed on.

AMIT BATISH

Director of Content & Communications, Equilar

On the first demo call, we were blown away at the functions of Onclusive Pro. The interface is extremely user friendly and the media monitoring tools and dashboards are top notch. The move to Onclusive a no-brainer.



Solution

Onclusive has provided a number of key benefits to Equilar. The Onclusive Pro tool is very sophisticated and accurate, making their experience “light-years ahead of where [they] once were.”

Key benefits include:

- They use the dashboard regularly to monitor top-tier media mentions. They are very happy to see the tool breakdown these mentions by daily count and reach, the articles and publications in which Equilar was mentioned, a competitive analysis showcasing their Share of Voice, and trending topics in their mentions.
- The ability to generate reports has been a game-changer. The reports are meticulous and sophisticated and provide an executive summary with a detailed breakdown.
- Onclusive’s Author Intelligence™ helps Equilar to find new reporters to engage with.



Results

Equilar has seen great results since they started using Onclusive Pro, including:

- The dashboard has allowed them to summarize where they are doing well in their media strategy and where they can improve, particularly around topics where they’d like more exposure. For example, they saw more than a 60% increase in exposure around target topics since using Onclusive.
- The automated reports have saved the Equilar team 5-10 hours a month as they no longer need to compile reports manually. Ultimately, this allows them to focus on strategy instead of reporting across the team. This has saved me hours weekly on reporting.
- They’ve been able to identify target reporters for media relations on several occasions. For instance, Equilar was looking to engage with a reporter at one of their target media outlets whom they had not previously spoken with. Onclusive Pro allowed them to find details about the reporter including their past articles and their contact information. That led to several mentions in the publication, and the start of a new media relationship.

DAVID CHUN

CEO and Founder, Equilar

We've been very happy using Onclusive over the last year. The platform provides us the ability to create sophisticated dashboards to effectively track our media coverage and reach. In addition, the ability to seamlessly generate reports brings tremendous value to our communications team as they provide a great snapshot of our performance. As Equilar continues to expand its media presence, there is no question Onclusive will play a pivotal role.

Onclusive

Onclusive is the data science company for communications. The inventors of **PR Attribution™** and **Power of Voice™**, our inclusive data and conclusive insights reveal which marketing communications strategies drive business outcomes—through to revenue. The Onclusive media monitoring platforms are built upon a proprietary global news-crawler which analyzes millions of earned, owned, and newswire content daily in over 100 languages, organizing each based on dozens of dimensions.

The world's leading brands and agencies including Airbnb, H&R Block, Lyft, Intercontinental Hotels Group, 23andMe, and Experian use Onclusive to improve communications. For more information, visit onclusive.com and follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#).