Onclusive

mobileiron

# MobileIron Cuts Reporting Time From Days To Minutes

Customer Success Story
Industry: Mobile Security

About

MobileIron (NASDAQ: MOBL) is a mobile security company that lets enterprises secure and manage information as it moves to mobile and the cloud, while preserving end-user privacy and trust. Sara Day, Senior Communications Manager at MobileIron, has 10 years experience in media and public relations with a proven ability to help technology companies tell their story, engage stakeholders, and generate visibility. With a primary goal of generating leads and increasing brand awareness for MobileIron's products, Sara's background in content, engagement, social media, and corporate strategy drive measurable results with the help of Onclusive.
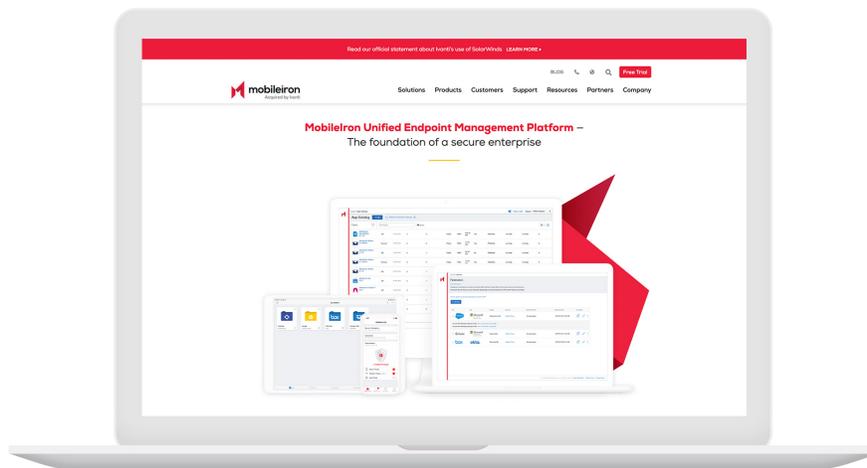
Challenges

Over the past decade, Sara used numerous public relations tools and software, from media databases, to media monitoring and all-in-one solutions. With these tools, Sara was able to report the number of mentions generated, but coverage was often missed or numbers were inflated due to inaccurate measurement of syndications. Measurement remained a grey area, and it took days for her global team to sort through coverage and clean up data before adding it to internal reports. As the MobileIron team scaled and started incorporating social engagement as a way to measure PR success, they also needed a way to provide attribution, or assign credit, to channels that drove business through their website. For marketing technology, Sara and her team use Marketo and Bright Funnel, which enable them to see a full picture of marketing's impact on pipeline and lead generation. MobileIron needed a way to tell which potential customers and prospects were coming from media coverage and what actions were taken once they got into the conversion funnel. Enter Onclusive.

Solution

With global teams and agencies in 6 countries, MobileIron needed a fast, accurate and easy-to-use PR analytics solution to help with reporting and attributing revenue to media coverage. Following her Onclusive training, Sara trained her multi-lingual, global team, which now understands how to use Onclusive specifically. The team has already cut reporting time down from days to hours. Sara also advanced MobileIron's media outreach strategy with Onclusive. Prior to pitching a story, Sara uses Onclusive to evaluate the historical performance of specific publications or media outlets to identify what key messaging resonates with that publication's audience and what the potential website traffic referral will be. Sara is also able to quickly identify which news stories will make a difference for MobileIron.

SARA DAY
Sr. Communications Manager, Mobile Iron

Onclusive provides much needed answers to the question, 'how are we doing with media?' With Onclusive , our global teams are able to quickly and effectively gain historical and predictive insights from our international media coverage and apply that knowledge to the continual improvement of our communications and brand strategy.

Results

With the ability to quickly generate more accurate insights about media coverage, MobileIron's quarterly reports now include social engagement, potential customers referred to the website, website actions, and competitive metrics like Onclusive's Power of Voice™, which measures the quality of a brand's media coverage in relation to its competitors. Sara and her team can now more effectively measure blogs and social channels, and "cut through the noise" to analyze their full impact on sales leads, opportunities, and influenced revenue. With earned media and PR attribution metrics, such as potential customers and website actions, Sara can gain insights into how many website visitors became customers after viewing a news story and visiting mobileiron.com.
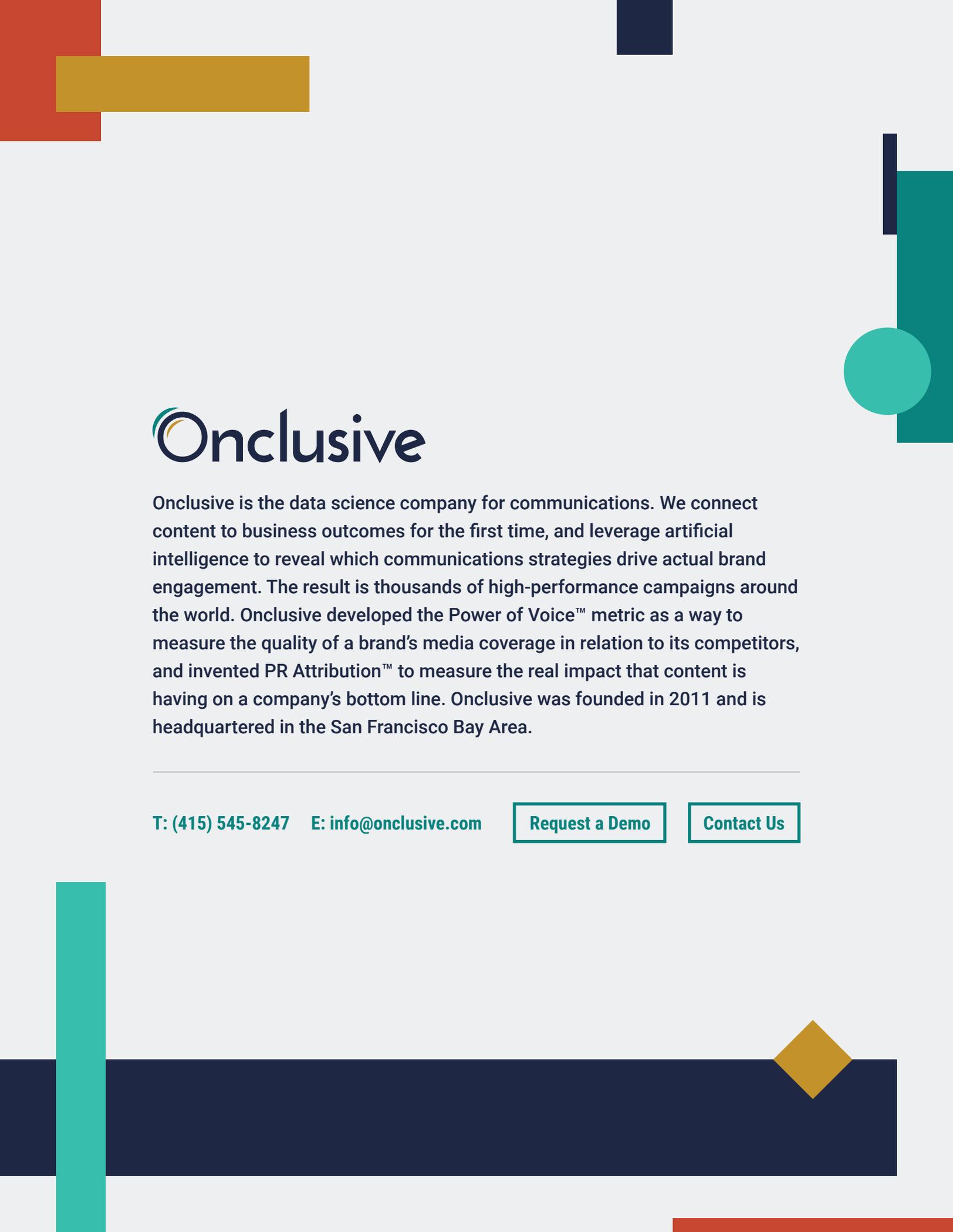
Onclusive

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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