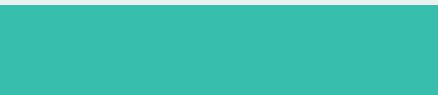




Onclusive

 Livongo

# Messaging & Media Relations for an Award-Winning IPO



A Case Study with Livongo  
Industry: Digital Health





## About

Livongo empowers people with chronic conditions to live better and healthier lives, beginning with diabetes and now including hypertension, weight management, diabetes prevention, and behavioral health. Livongo pioneered the category of Applied Health Signals to offer Members clinically-based insights that focus on the whole person and make it easier to stay healthy. Using its AI+AI engine, Livongo's team of data scientists aggregate and interpret substantial amounts of health data and information to create actionable, personalized, and timely health signals delivered to Livongo Members exactly when and where they need them. The Livongo approach delivers better clinical and financial outcomes while creating a different and better experience for people with chronic conditions .



## Challenges

In 2018 venture capital poured a record breaking \$8.1 billion worth of funding into digital health. While the industry did not lack in funding, it did lack one key component—a successful Initial Public Offering (IPO). In fact, there were no digital health IPOs between 2016 and 2019.

In early 2019, Livongo began preparing to go public. At the time, the company was already a leader in consumer digital health, with clients including 20% of Fortune 500 companies, major health plans, and the two largest pharmacy benefit managers as both clients and partners. However, despite this market success and different approach, Livongo did not have the national recognition or perceived differentiation required for a successful IPO.

In addition, Livongo faced an extremely tight IPO timeline (5 months to build the story vs. the typical 18-24 months), limited resources (a two-person communications team), and an inherent risk of a backlash from investors and the industry at large due to positioning the IPO as the “litmus test” for the digital health industry.



## Solution

As a long-standing Onclusive customer, Livongo chose the Onclusive platform to measure how their pre- and post-IPO national media campaign achieved their key objectives:

- Run with a narrative that would help land high-impact stories
- Land high-caliber media placements by positioning Livongo’s IPO as the “litmus test” for the digital health industry
- Increase brand awareness
- Solidify Livongo as the leader in the digital health industry
- Differentiate their solution from competitors

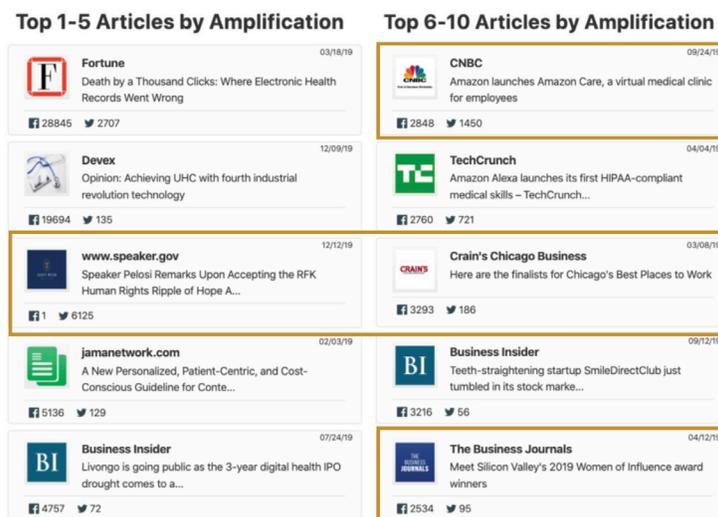
Livongo developed a three-prong strategy to achieve these objectives:

- Unique, yet relatable messaging to grab attention and expand mindshare
- Key press announcements and top-tier speaking events to create a clear drumbeat and maximize buzz
- Strategic media relations, including granting key reporters access to executives



By using Onlusive's platform, Livongo gained a great understanding of their most amplified coverage and saw how their integrated approach going into the IPO drove social amplification:

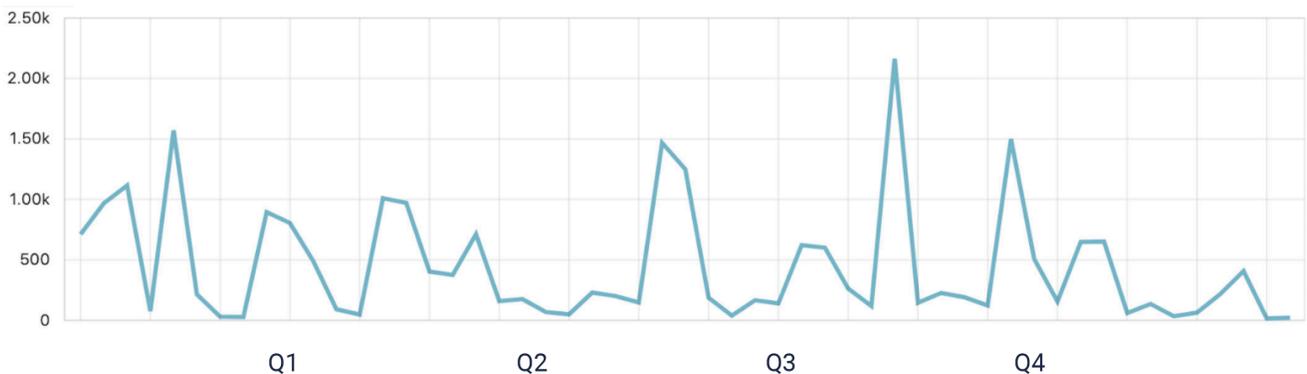
- Some of the most amplified articles, e.g. the article featured in CNBC, came through Livongo's strategic media relations, which was the key focus of the pre-IPO strategy
- Livongo also used coverage from top-tier speaking events to drive social media and build relationships with key reporters, e.g. a story below from the Ripple of Hope Awards where Founder and Executive Chairman Glen Tullman was honored with the Robert F. Kennedy Human Rights Award
- Finally, Livongo won more than 15 other awards in 2019, many of which led to great articles, landing pages, or other promotions – as well as social amplification



## 25,800+ Website Visits from Earned Media: +269% from 2018

As a newly public company with solutions that were different from anything else on the market, it was vital for Livongo to tell their story. The company's website did this really well, so Livongo focused on driving meaningful traffic back to their website. As a result, in 2019 Livongo saw nearly 26,000 total website visits attributed to earned media compared to 7,000 in 2018.

## Website Visits Over Time



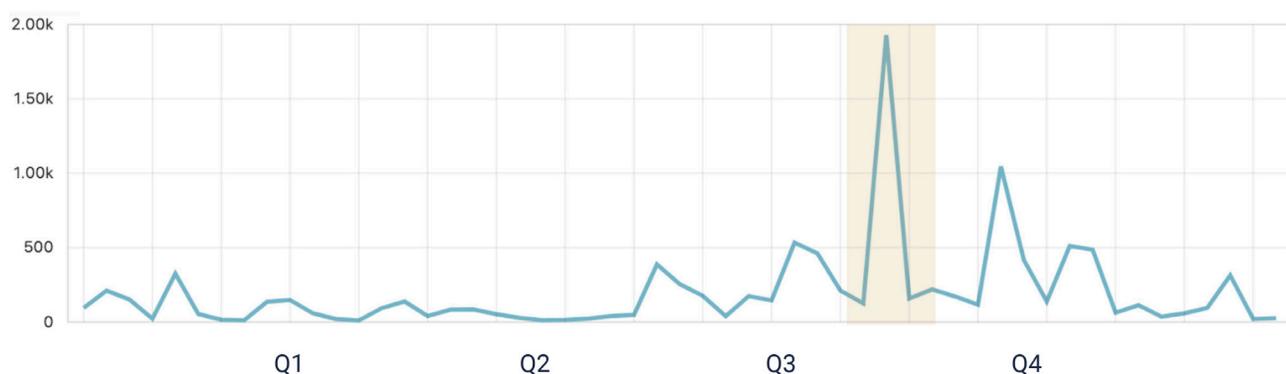


And, by leveraging Onclusive's PR Attribution™ solution, Livongo measured how much traffic each piece of content actually drove. They found that while their big product announcements and industry analysis drove more social media buzz, it was their investor-related content that drove the most website hits. This is not surprising, given Livongo's IPO!

### 10,300+ Website Actions from Earned Media: +1,300% from 2018

Thanks to Onclusive's PR Attribution™, Livongo also quantified the number of specific website actions. In total, Onclusive reported over 10,000 website engagements in 2019, which was a whopping 1,300% increase from 2018. Similar to the media coverage, the biggest website activity spike was around the time of the IPO, and then it sustained throughout the year.

## Website Actions Over Time



## Key Takeaways

### Differentiation is key.

As is relatable messaging that clearly explains what you do. Relatable messaging based on a broad topic or storyline can help grab people's attention, establish further mindshare, and better explain your value proposition.

### Define your narrative, establish a drumbeat, and put yourself out there.

Success described in this case study was nothing more than a few impactful announcements and "old school" media relations. Don't be afraid to pick up the phone!

### Be ready when a significant piece of news hits.

Before each announcement, think about how it fits in the broader narrative, anticipate the impact and plan accordingly. Not all coverage can be a home run so when you get a significant story, make sure all of the pieces are in place to maximize it.

## JAKE MAZANKE

Corporate Communications Manager, Livongo

*As a newly public company, with a platform and business model different from anything else on the market today, it is more important than ever to inform people about what we do, and why our solution is special. Through strong media relations, we were able to successfully tell our story to a variety of audiences including our clients, Members, reporters, and investors.*

# 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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