Onclusive

How Extreme Networks Measures Up To Marketing To Prove The Value of PR
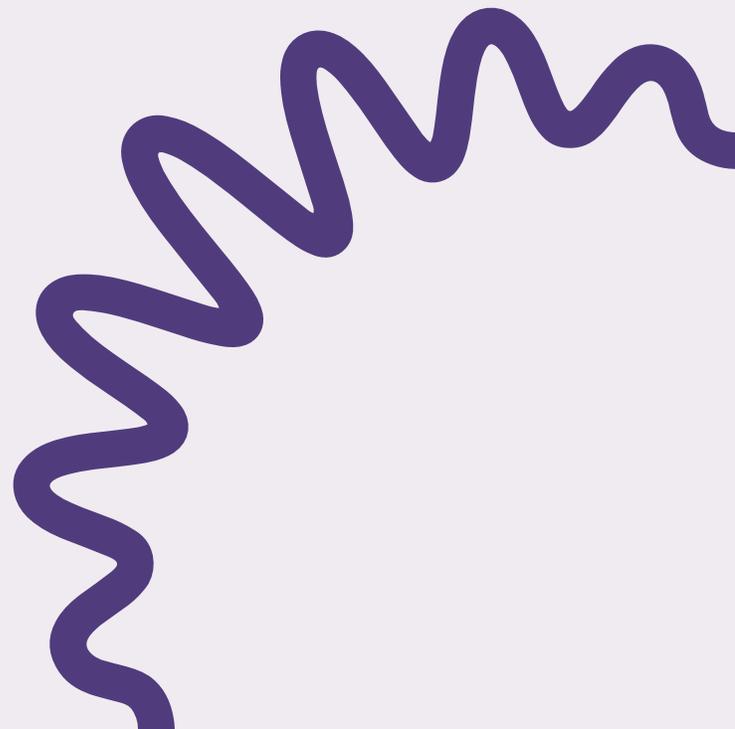
Extreme networks®

About

Extreme Networks is a leader in cloud networking, delivering services and solutions that connect devices, applications, and people in new ways to drive better outcomes. Over 50,000 customers globally trust Extreme's end-to-end, cloud-driven networking solutions and rely on their top-rated services and support to accelerate their digital transformation efforts and deliver progress like never before.
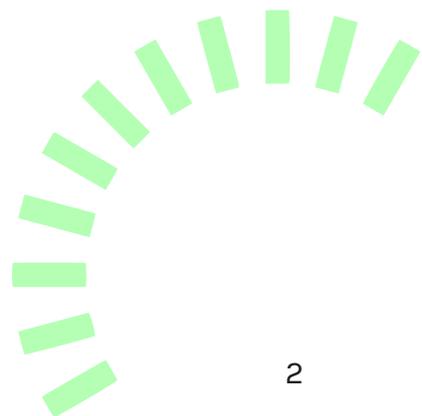
Challenges

Now more than ever, there is a need for increased collaboration between marketing and PR to create and sustain continuity in brand messaging and customer experience. However, PR is still struggling with uncertainty around measuring its value and integrating these measurements with the marketing and business success metrics.

To demonstrate that PR is a business growth driver, communications leadership at Extreme Networks wanted to provide their executive team with the same attribution for consumer behavior and revenue contribution as their marketing colleagues.

Extreme set out to partner with a PR measurement leader to help them better quantify the impact of communications and get a permanent seat at the table next to marketing.

Solution

Extreme Networks chose Onclusive for the unique ability to tie PR activity to tangible business outcomes across the entire customer journey, starting with awareness about the company's offerings all the way through to a purchase. Using this framework, Extreme can measure and optimize their communications strategy based on quality, resonance, brand impact and revenue for every article:

Attract
Share of Voice, Power of Voice™, Message Pull-Through

Connect
Sentiment, Brand Impact

Engage
Social Amplification, Reader Engagement

Convert
PR Attribution™ (Website Traffic, Website Actions), Revenue
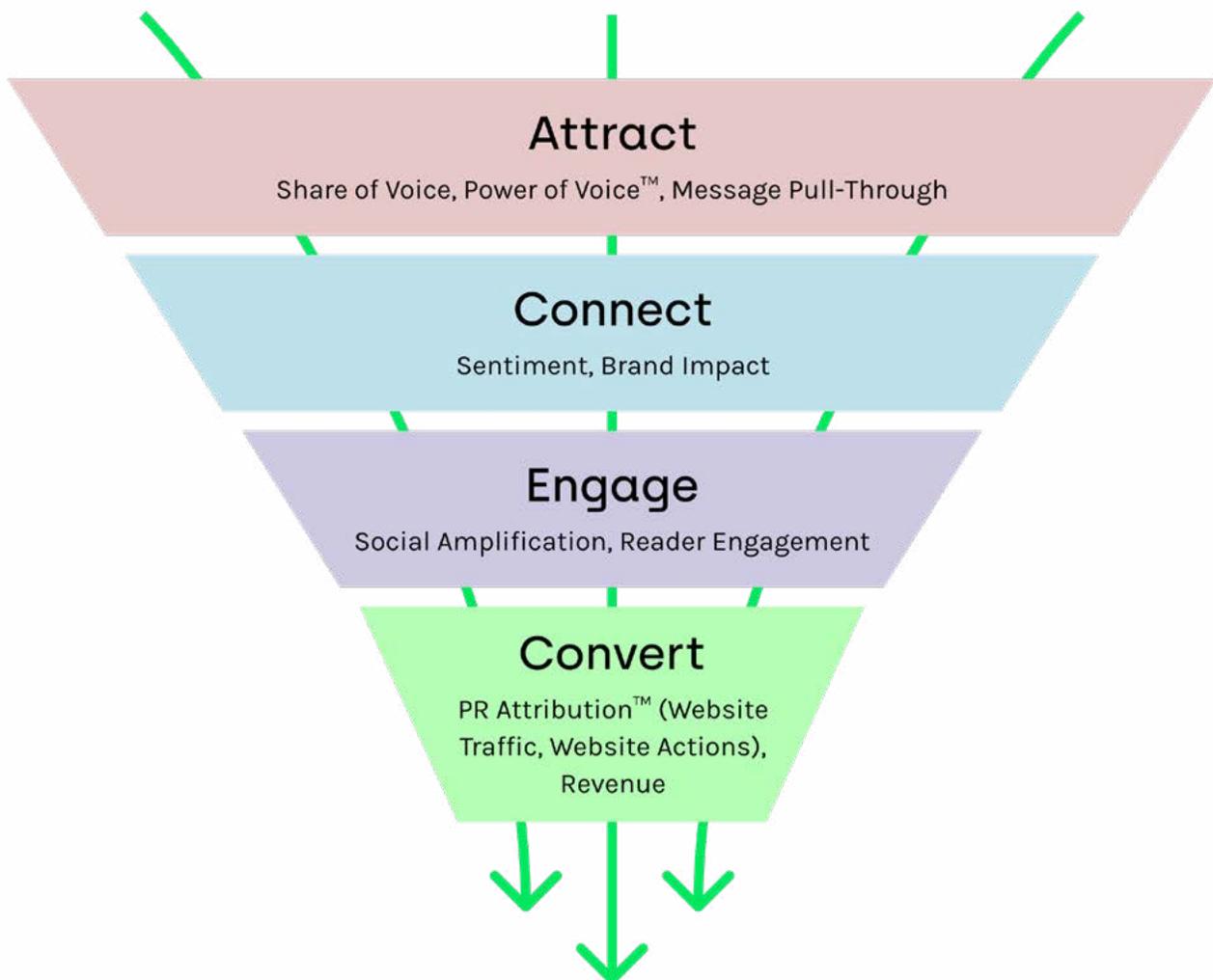
Onclusive's measurement framework enables alignment of both PR and marketing against a single set of business goals and gives the C-suite what they are looking for – integrated marketing communications measurement that demonstrates how efforts across paid, earned, shared, and owned media are impacting the bottom line and driving business results.

Amy Aylward
Senior Director, External Communications, Extreme Networks

"Having used Onclusive in two companies before Extreme, I shared with our CMO how to more accurately quantify the value of PR and it immediately changed the conversation. During our first quarterly business review, the insights around the impact of PR on the marketing funnel instantly upleveled both me and the PR function. We can sit next to marketing and present a unified view of how we capture and follow leads, as well as what exactly is driving those leads. We are no longer cheerleaders on the sidelines — PR is now front and center."
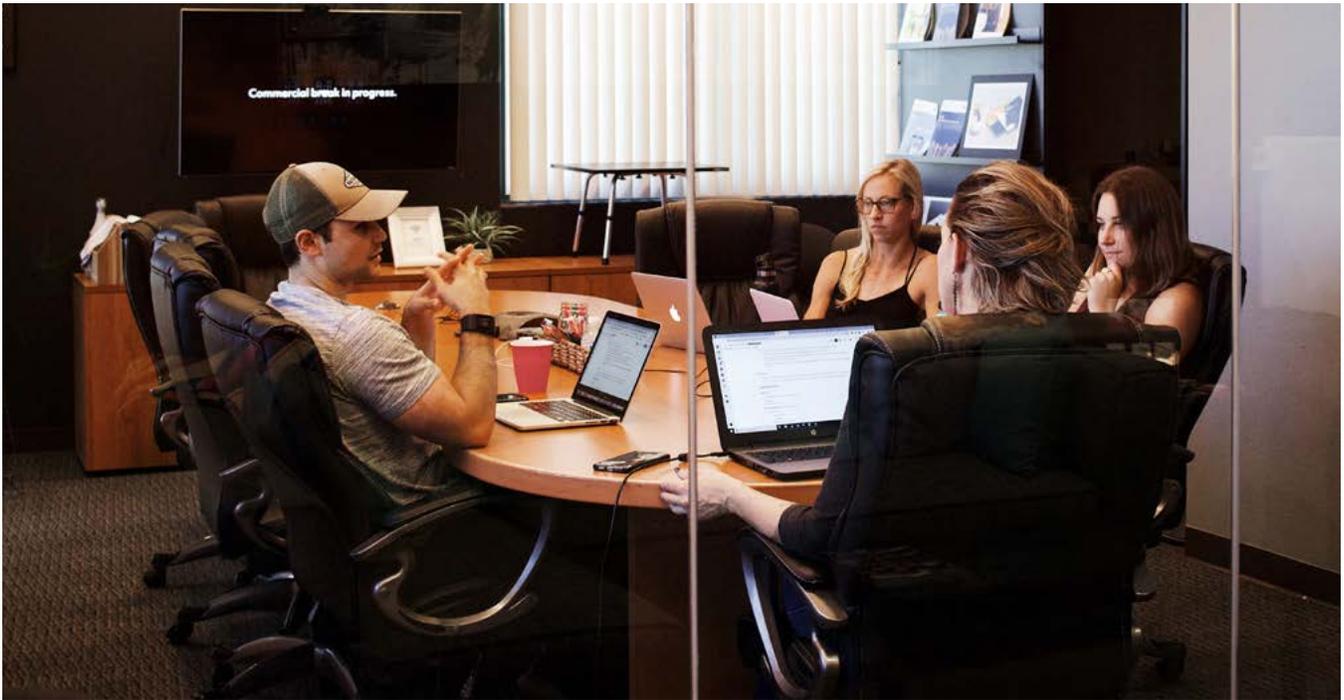
Results

Based on the content quality, social syndication, website traffic & conversion data and insights from Onclusive, Extreme Networks can now report meaningful results from their PR activity to the C-suite across the customer journey – just like their marketing colleagues do.

Attract

Power of Voice™, Onclusive's proprietary metric that quantifies both the quantity and the quality of media coverage compared to the competitive set, helps identify the most relevant journalists and publications and pinpoint the most powerful stories.

Power of Voice™ provides Extreme with a more strategic and realistic view of PR performance than just measuring share of voice. It combines the authority of the publication (e.g. whether the article appeared in the Wall Street Journal or a local blog), content relevance (how relevant the article is to the brand), social media engagement (likes, shares, etc.) and sentiment of the article (positive, neutral, negative) into a single measurement.

Extreme's PR team has proven that they've been generating a stronger voice in the market with particular topics than what share of voice is showing – specifically, with more relevant coverage, appearing in higher authority publications, with better tone & sentiment, and more amplified on social media.
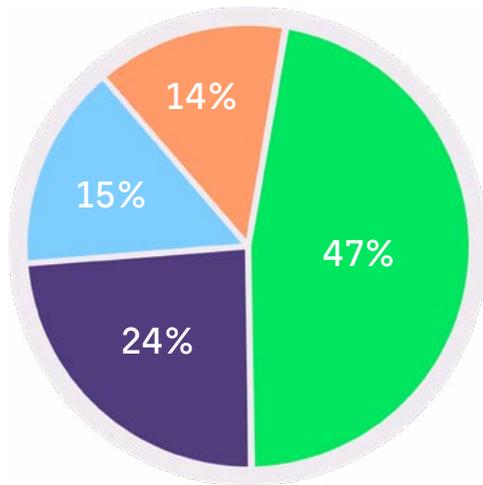
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Share of Voice
for competitive set
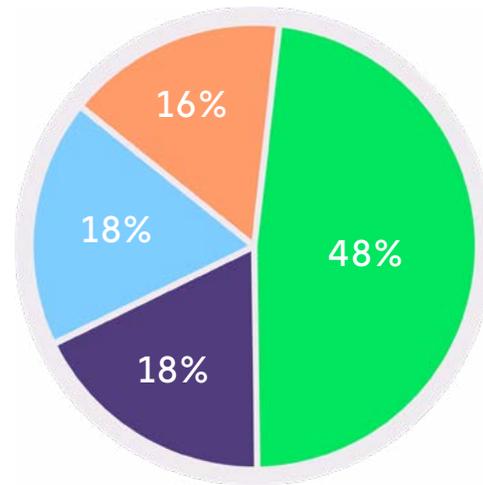
Power of Voice™
for competitive set

Amy Aylward
Senior Director, External Communications, Extreme Networks

"Onclusive is the best kept secret in the industry! I do not often give product recommendations but this one has seriously changed the game for me. Onclusive provides insights that no other tool I've used can. It will make you more strategic and visible in your organization. Having real insights into what is moving the needle on your awareness, reputation, interest and revenue is crucial – it has to be a part of the conversation and will help you demonstrate the value of PR."

🔔 Attract

Key Message Pull-Through reveals which messages have the most impact across social media and a brand website by pinpointing soundbites with the highest pull-through on website actions and conversions.

Real-time data around keyword performance allows Extreme's PR team to optimize their content in the moment. If they see that a certain keyword is driving a significant amount of earned and owned traffic, they know that this type of content resonates and adjust their PR strategy to get more of it and own that narrative.

On the other hand, if performance in certain soundbite categories where Extreme wants to grow awareness is below expectations, they can plan a campaign around those keywords or make a decision to invest elsewhere.

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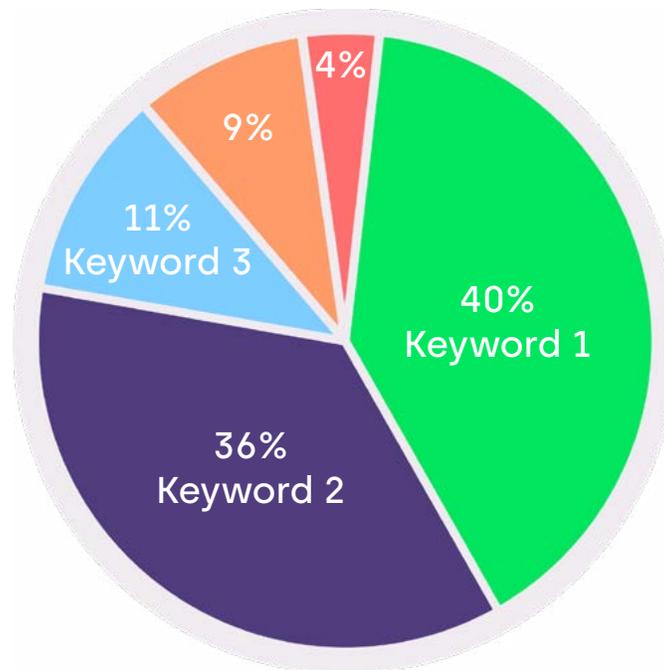
Message Pull-Through

🗩 Connect

Tone & Sentiment from Onclusive uses the business intelligence of NLP and AI to deliver automated insights around the tone of earned media coverage across 100+ languages to uncover how specific messages resonate with an audience.

The example below demonstrates that Extreme has been able to generate earned media coverage with predominantly positive sentiment, followed by some neutral and no negative sentiment. This data allows the PR team to take a close look at the market perception of their messages, whether it's an earnings update, a customer win or a partner announcement.

Having access to automated sentiment analysis saves Extreme a lot of time and gives them the ability to focus more on communications strategy, media relations and content creation.
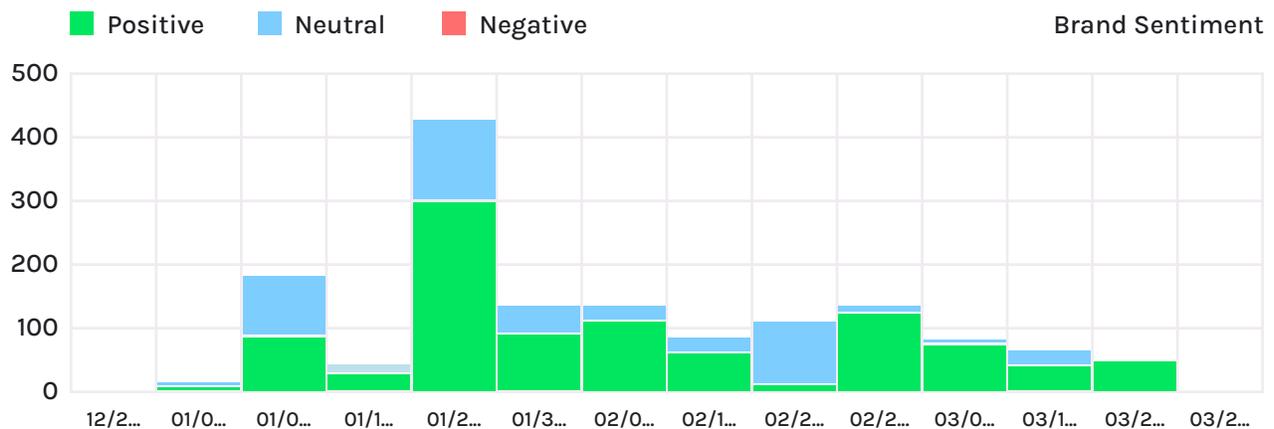
Article Sentiment Over Time

🎭 Engage

Social Media Amplification represents which articles are being amplified and engaged with on social media – an effective measurement of how much earned media content resonates and how many more eyeballs it receives beyond the original publication.

With social media amplification data, Extreme can track which articles are becoming the biggest megaphone for the brand, as well as which topics people are interested in reading about and sharing with others across social media. They review this data to understand how to shift their organic social strategy – for example, when a story about their corporate culture results in a significant spike in social shares, they can plan additional organic social posts around it.
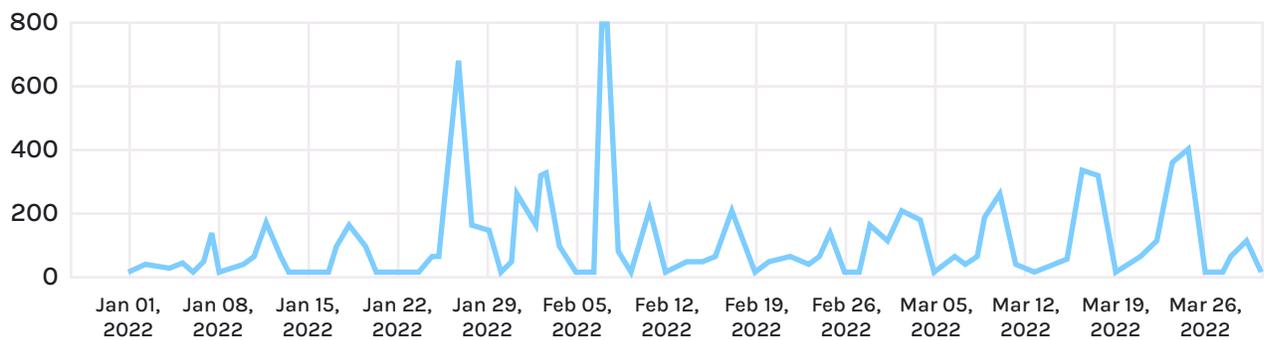

Social Media Amplification
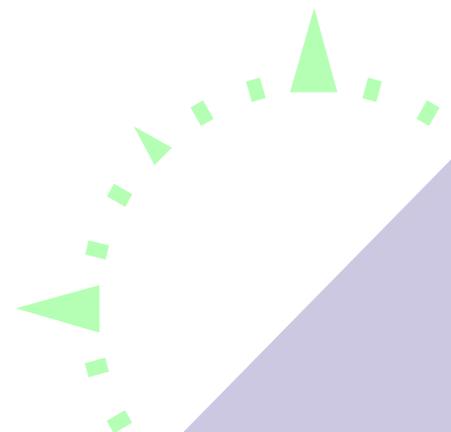
⤴ Convert

Website Visits & Actions quantify bottom-line business results as measured by Onclusive's PR Attribution™, which reliably connects PR content to actual business outcomes including website traffic, website actions like signups, content downloads, purchases, and ultimately, revenue.

By far, this has been the biggest win for Extreme Networks. PR Attribution™ data empowers Extreme's PR pros to demonstrate with a high degree of certainty if a specific article drove a visitor to their website, if they became a "handraiser", and if they eventually converted, how much that deal was worth to the company.

Putting dollar amounts on PR contributions to the revenue pipeline vs. going on a "gut feeling" has been a gamechanger for Extreme's communicators. They are confident in making recommendations to invest into specific topics – for example, stories about their company culture when they can prove that they are driving traffic and actions on their Careers page.

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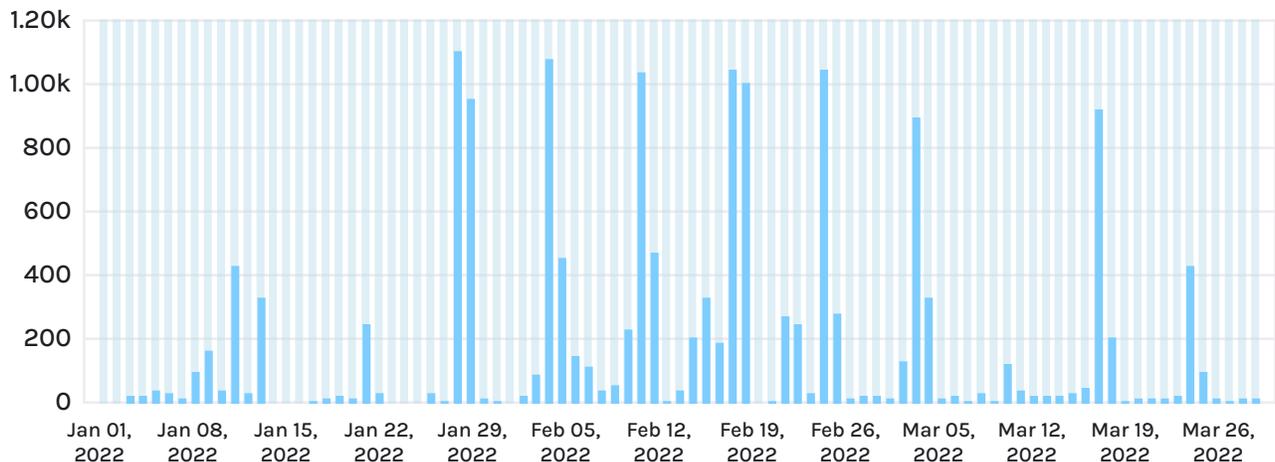
Website Sessions

The data from Onclusive gives Extreme's PR team the numbers and the confidence to make strategic investment recommendations. It allows them to optimize joint PR and marketing programs and present a unified performance dashboard to executives. The communications team and the rest of the marketing organization are now on the same level with the C-suite.

Amy Aylward
Senior Director, External Communications, Extreme Networks

"Being able to put tangible, real data in front of executives has changed the game for PR. If you aren't having a conversation beyond potential reach or "number of hits", you will probably never have a seat at the table as a strategic leader in your organization. Metrics that speak the language of the C-suite not only give PR a meaningful role in the customer lifecycle, but they also help you better understand the value of your work and the impact it has on organizational success and revenue."
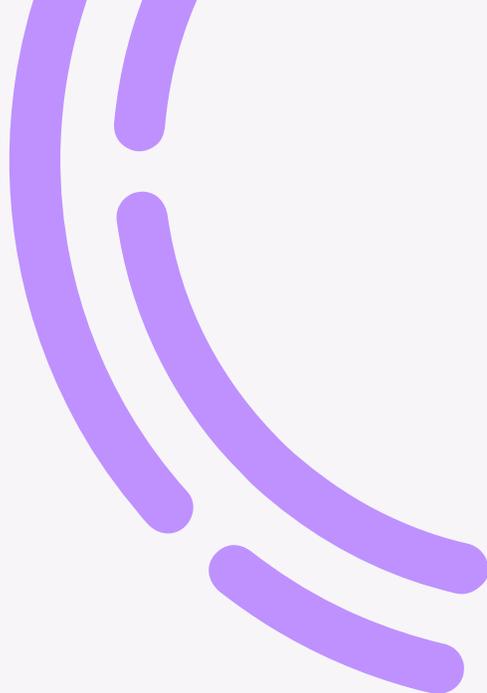
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Onclusive is a global partner for PR and Communications success. We bring together Kantar Reputation Intelligence, the largest media monitoring and measurement service in Europe, with the best-in-class media relations tools of PRgloo, and Onclusive's own powerful AI and data science. Our technology, insights and expertise make sense of the fractured, fast-moving media world, helping you manage, monitor and measure your communications activity. Elevate your performance and prove and improve your value with Onclusive on your side.

For more information, visit onclusive.com, email info@onclusive.com, call (415) 545-8247 and follow us on Twitter, LinkedIn and Facebook.

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