

Powering Global Communications with Power of Voice

Industry: Financial Technology

About Experian

Experian unlocks the power of data to create opportunities for consumers, businesses and society. At life's big moments - from buying a home or car, to sending a child to college, to growing a business exponentially by connecting it with new customers - Experian empowers consumers and clients to manage their data with confidence so they can maximize every opportunity. Kelsey Audagnotti is the Public Relations Manager at Experian with in-depth experience in the financial industry. She supports Experian's global corporate public relations team with media relations, social media, issues management, research and data analysis, reporting and strategic efforts to maintain and drive corporate reputation and business objectives.



Challenges

In modern PR and communications, simply measuring the quantity of content that you publish or the number of earned media pieces you garner is no longer sufficient.

To truly measure which content is achieving their objectives, brands need a metric that incorporates quality and demonstrates what is working and what is not – a metric that can identify the most impactful elements of brand communications and shape future strategy for campaigns, messaging, and media relations outreach.

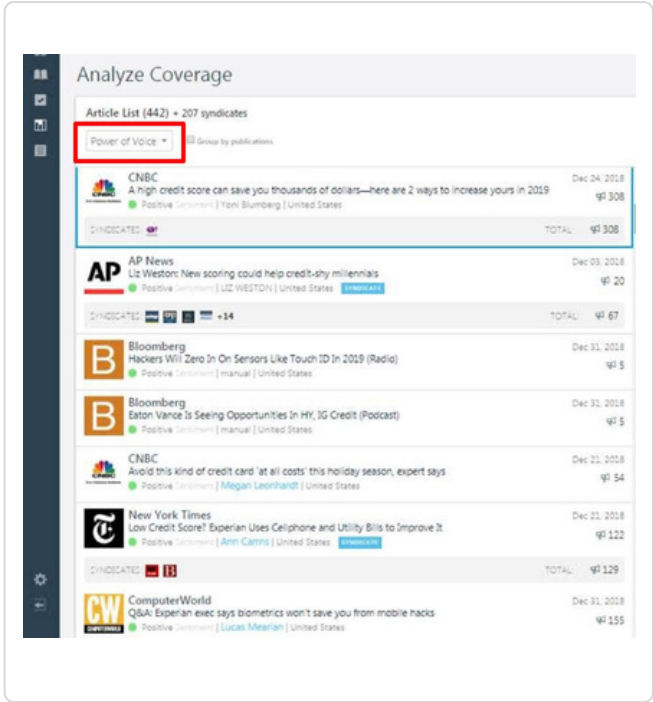
"We use a data-driven, metrics-based approach to judge our performance and enhance the effectiveness of future campaigns," Audagnotti says. "Using content quality measurement allows us to optimize our strategy, manage issues and standarize KPIs across our global organization."

How Onclusive Helped

Audagnotti elaborates: "A passing mention of our brand does not necessarily help our audience understand what we do and how we make a difference in society. AirPR's Power of Voice™ quality metric shows us which content is instrumental in actually shifting brand perception, which is key in our highly regulated industry."

"It also gives us actionable insights into which articles drove social engagement, so we could develop more impactful content to pitch to the media, post on owned sites, and amplify with social and marketing efforts."

Power of Voice is the most comprehensive and powerful content quality metric. The recent algorithm enhancement combines increased content relevance with publication authority, social media amplification and sentiment relative to competitors in a single measurement.



Results: Strategy Optimization

"Onclusive's data revealed that while in FY 2016 and 2017 Experian was winning in share of voice and volume of coverage, our Power of Voice was not making the desired impact. Based on this analysis we developed a new strategy for FY 2018, but as we started to roll it out a significant industry issue impacted our reputation. It revealed that more than ever, we needed to focus on quality content," says Audagnotti.

"In FY 2019, we shifted our strategy by telling more compelling stories about our brand capabilities rather than aiming for high volumes of coverage. In the first nine months of FY 2019, our media footprint is looking very strong and our content is really resonating with our audience."

Overall Share of Media (Positive, Neutral, Negative)



Results: Issue Management

"Power of Voice has also helped us develop a highly effective crisis management strategy. As we tracked how the industry issue was affecting us and how our response was fairing, it became clear that our good news was being drowned out by the sheer volume of press in our industry. We needed to go a step further and analyze our coverage by brand sentiment," continues Audagnotti.

"Looking at negative coverage with Power of Voice, we determined which topics continued to generate news and what needed to be addressed. It also allowed us to identify reporters writing those stories and create a target media list to reach out to for additional education. The results speak for themselves - while there are still industry headwinds, both the volume and authority of negative coverage have dramatically decreased in FY 2018 and 2019."

Share of Media with Negative Sentiment



Key Takeaways

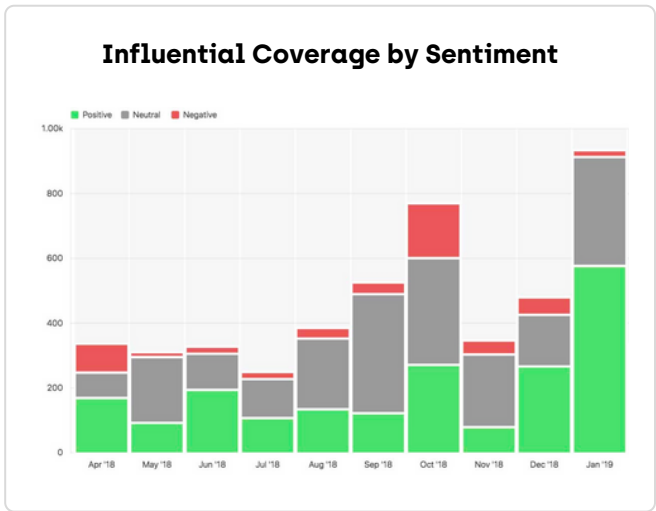
Audagnotti concludes: "Power of Voice provides an unbiased, accurate and holistic view of our brand worldwide. It has become one of the standard metrics that we report on monthly to CEOs across our global regions. By measuring influential coverage – on our target media list, relevant coverage, and positive, neutral or negative in tone – and diving deeper into those influential stories with Power of Voice, we can derive actions."

"Power of Voice allows us to understand which content drives measurable impact on brand reputation, enables comprehensive sentiment analysis for effective issue management, and measures communications in a way that resonates with our C-Suite. We're especially excited about the recent Power of Voice update because it blends everything we already analyze into one turnkey metric."



"By increasing the relevance weighting and layering in sentiment, Power of Voice becomes an even more powerful metric that we can trust to provide accurate intelligence on our media performance."

Kelsey Audagnotti, Public Relations Manager Experian



About Onclusive

Onclusive is a world leader in media intelligence technology and services, dedicated to supporting PR, Communications and Marketing professionals. We deliver leading-edge innovation, human expertise, and unmatched media reach in a suite of media management, monitoring and analysis solutions that support every stage of the communications cycle. Our unified platform and services enable our customers to make fast, accurate, data-driven decisions about their communications and marketing strategies, allowing them to prove and improve their value.

Arrange a Demo

