

Media Analysis and Message Tracking: How OTTO Tripled Innovation Perception



Media analysis shows which proof points could be placed in which target media and to which messages the reporting contributes. This allowed us to measure success and adjust specifically.

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About OTTO

OTTO operates as Germany's largest online shop, generating €7 billion in annual revenue. The company developed sophisticated communication strategies with multiple messages tied to corporate goals—innovation positioning, market leadership, sustainability, and customer experience. The critical question: Were those messages actually breaking through to the right audiences?

After more than a decade of partnership, OTTO and Onclusive evolved their media analysis and message tracking framework to prove message impact, not just measure coverage volume.



Challenge: Proving Message Impact Beyond Coverage Metrics

OTTO faced a fundamental measurement gap. Traditional media monitoring tracked coverage volume and reach but couldn't answer strategic questions: Did innovation messages reach technology media? Did market leadership positioning appear in business outlets? Which tactics drove breakthrough?

The core problem: A company could generate substantial coverage that completely missed target audiences or failed to communicate priority messages. With multiple strategic messages targeting different audiences across Germany's federal states, OTTO needed measurement infrastructure revealing which messages broke through to which audiences in which regions—and which tactical approaches worked.

Objectives

1 Message Breakthrough Assessment - Quantify whether specific messages reached specific target media

2 Audience Alignment Evaluation - Ensure coverage reached intended segments, not just any audience

3 Geographic Intelligence - Identify regional resonance patterns and coverage gaps

4 Tactical Effectiveness & Continuous Optimization - Reveal what truly drives results and enable ongoing, evidence-based strategic refinements quarter after quarter.

Solution: Strategic Intelligence Framework

OTTO and Onclusive co-developed a three-component media analysis and message tracking framework operating on quarterly intelligence cycles.

Enhanced Media Panel Classification

Every publication received sophisticated classification: target audience (core customers, B2B partners, investors, sustainability advocates), geographic region (federal state, urban centers, national reach), and quality tier (premium business press, mainstream media, trade publications). This enabled strategic questions like: "Did our innovation message reach technology-focused media in Hamburg?"

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Advanced Content Analysis

Press Release Attribution connected specific releases to coverage outcomes, revealing tactical effectiveness. Individual Message Tracking quantified how much coverage communicated each strategic message. Audience Alignment Assessment evaluated whether technology outlets emphasized innovation while business media highlighted market leadership.

Success Criteria & Quarterly Optimization

Each press release was evaluated against predefined objectives: Right audience? Right message? Right prominence? Quarterly reviews identified patterns, enabling rapid tactical adjustments—intensifying press work in underperforming regions, shifting from general announcements to concrete examples, adjusting message emphasis based on evidence.



As Ann-Cathrin Schäfer noted: "Regional evaluation showed where we had little resonance. We derived concrete measures—intensifying press work in certain federal states."

Results: Dramatic Message Breakthrough and Geographic Expansion

Market leadership recognition increased more than sixfold within nine months, reaching both consumer media and business outlets with strategic messaging.

Innovation perception nearly tripled over two years. Media analysis and message tracking revealed the tactical pattern driving this breakthrough: concrete examples beat general announcements. When OTTO shared specific innovation implementations rather than general statements, innovation messages broke through far more effectively—directly informing content strategy.

Geographic transformation: Within one year, OTTO scaled from limited regional reach to comprehensive national coverage. Regional classification exposed coverage gaps across federal states. Based on this intelligence, OTTO intensified press work in specific underperforming regions, systematically closing geographic gaps identified through quarterly analysis.

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Tactical intelligence revealed what works: Concrete proof points resonated with target media far more than general announcements. Analysis showed which messages matched which audience segments—technology media responded to platform innovations, business outlets favored market metrics, sustainability advocates prioritized environmental initiatives.

The multi-year partnership enabled measurement sophistication impossible in shorter relationships, with methodology evolving as communications strategy grew more complex. Evidence replaced intuition—enabling OTTO to measure success and adjust specifically rather than relying on subjective impressions.

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Speak with our reputation management team to learn how we can create a customized framework for your organization.

- Track and measure stakeholder sentiment effectively
- Make evidence-based communications decisions
- Benchmark against peers and prove communications value

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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.