

INDICATE MEDIA CLIENT SUCCESS STORY

Client: Unmetric

Practice Areas: B2B Technology, SaaS, Marketing Technology

Capabilities: Strategy, Media Relations

Overview

Unmetric, the leading brand-focused social media intelligence platform focused on brands, helps digital marketers, social media analysts, and content creators harness social signals to track and analyze competitive content and campaigns, and to create better content and campaigns of their own. Unmetric is trusted by hundreds of global brands and digital agencies for real-time insights from the owned channels of over 55,000 brands across more than 30 sectors on all the major social networks including Twitter, Facebook, Pinterest, YouTube, LinkedIn, and Instagram. The company was founded in 2011 and is headquartered in New York City with offices in Chennai, India and the U.S.

The Objective

In August 2016, Unmetric planned to launch a new product called Sense, a native iOS and Android app that allows marketer to monitor the competition on social media in a single visual stream. The objective was to garner high-profile media coverage to drive awareness and downloads of the app, as well as further highlight Unmetric as an innovator in the martech space.

*In January 2017, Unmetric rebranded the Sense mobile app to Track, which now includes a social media command center application.

The Strategy

Indicate Media planned and implemented a strategy where we:

- Worked closely with Unmetric to define the value proposition for Sense
- Pitched media and arranged interviews and demos for launch day
- Continued follow up pitching for additional exposure in appropriate stories

The Challenge

In the world of countless mobile apps, the challenge was to break through the overall noise and also convey the benefits and value of an app for brand marketers. This meant taking a step back to provide context around the current state of digital marketing, where social media fit into the larger picture, and why an app like Sense was a compelling tool for all marketers.

The Results

Having developed and executed a strategic media campaign, the initial launch day pitching efforts landed coverage for Sense and Unmetric in multiple target business and marketing outlets including *Fortune*, *VentureBeat*, *SocialTimes*, *Marketing Land*, and *DMNews*. Follow up stories that Sense was a part of included articles in *AdWeek* and *AdAge*.

"Indicate Media is more than just a public relations service provider; they're a trusted partner. The team not only leads our ongoing media campaign, they provide strategic counsel and creative brainpower for our larger marketing and business initiatives. It's a pleasure to have them on our team."

- Lux Narayan, CEO of Unmetric