TICKR

TICKR + AWS CASE STUDY
Spectrum Science Communications

From Good to Great with Galileo6

SPECTRUM™

Where health, science and communications meet

Spectrum partners with Tickr to go beyond traditional analytics and deliver real insights to clients

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The Challenge

Spectrum is a full-service strategic health and science communications agency that believes in the power of scientific storytelling to clarify complexity, capture imaginations, shift mindsets and move markets. Building on the belief that good communications starts with a smart strategy, Spectrum's senior leadership team develops winning strategies and programs that influence their target audiences in the biopharma, biotech, consumer science, and healthtech industries.

In 2016, as the world's leading independent health and science public relations agency, Spectrum grappled with a number of problems commonly faced by PR firms in the era of 24/7 digital communications:

- Enormous volumes of traditional and social media activity, with boundaries blurring between categories

- Increasing questions about the efficacy of various types of media (How does news coverage support strategic business objectives? How can brands retain more control over what goes viral on social?)

- Continuous 24/7 client reporting demands, with expectations of real-time turnaround and recommendations

- Complex monitoring and documentation requirements across a spectrum of earned, owned, paid and shared media, coupled with the management of conflicting metrics

- The pressing need to differentiate and demonstrate increased value in the midst of an increasingly noisy, disintermediated media environment

*"Using Tickr, Spectrum has driven up to an **18% increase** in overall website traffic and **2.5% increase** in conversions for its clients."*

The Solution

Spectrum partnered with Tickr, the data platform for marketing Intelligence, to roll out a new Spectrum-branded social business intelligence solution designed specifically for Spectrum's roster of premier clients in bio tech, pharma, consumer science and health tech. Media monitoring and analytics platforms have become commonplace, so Spectrum wanted to take a different approach, going beyond traditional analytics to deliver real insights to its clients.

The solution, called Galileo6®, goes beyond traditional data and news monitoring to deliver custom dashboards filled with the most relevant media and social intelligence, data, information and metrics in real-time.

"At Spectrum, we are deeply committed to harnessing the power of analytics to inform communications strategy," said Jonathan Wilson, President and CEO, Spectrum. "Too often in our industry, we've seen metrics programs delivered after the fact, in the form of dense reports packed with irrelevant data and confusing charts that are designed to validate past actions, but don't point the way to current and future decision-making. Through our partnership with Tickr, we are changing that dynamic, by surfacing the most relevant information in real-time, in a way that is directly oriented toward actionable insights."

By providing instant access to real-time metrics mapped across paid, earned, owned and shared channels, Galileo6 quickly surfaces the best media and social intelligence, and make it easy to access, understand and share information. The Galileo6 communications dashboard helps marketing and business leaders to make informed and timely decisions based on meaningful information delivered via clean and easy-to-understand graphics.

- Instant access to real-time metrics. Why wait until the end of your campaign to measure its performance? Galileo6 gives its clients instant access to critical data throughout the life of a campaign.

- Cross-channel assessment. Galileo6 maps communications data across paid, earned, shared and owned channels. No longer do clients need to sign on to multiple tools and sites to collect and monitor data across multiple platforms and channels.

- Easy-to-interpret presentation. Galileo6 dashboards are designed to visualize communications results effortlessly and quickly locate the most important information.

Galileo6 is powered by Tickr's data platform, which is hosted on AWS cloud infrastructure, and integrates data from multiple internal and external sources, and unifies it into one simple, cloud-based user interface. Tickr's platform pulls in data from applications and services, API feeds, content and media from third party sources. It then uses a patented, AI-powered insight engine to surface highly customized intelligence around specific brands, products people and the competitive landscape. Tickr's data platform:

- Archives, records, and reports historic data up to 180 days
- Improves the signal-to-noise ratio to identify key trends in real time

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- Monitors media activity and helps you to track performance against peers and competitors

- Trains itself through deep learning categories and filters brand data, to produce more relevant insights

- Optimizes business performance by enabling dynamic situational awareness of where you stand in relation to KPIs and other metrics

The Results

Galileo6, named as a finalist for The Holmes Report's 2018 In2 Sabre Awards in the category of Best Marketing Technology, powers all of Spectrum's client programs, designed to power communication strategies from start to finish. The dashboard is not an optional component or add-on feature – it is the cornerstone of the communications strategy, from start to finish.

Using Galileo6, Spectrum is now able to aggregate media mentions, social conversation, and owned channel activity (website & social) in one place in real time for 30+ clients. Additionally, the agency is able to provide unique metrics like impact, velocity, influence, and relevance to highlight exactly which placements and posts resonate the most with target audiences, and make real-time recommendations based on those insights.

What's more, Spectrum is able to show its clients in real-time how earned and social coverage impacts website traffic and other important business metrics. Not only does the agency save time pulling reports together, it is able to analyze the top traffic drivers throughout each campaign and provide ongoing optimization recommendations. Using Tickr, Spectrum has driven up to an 18% increase in overall website traffic and 2.5% increase in conversions for its clients.

Tickr's platform enables business leaders in the C-suite, marketing, customer experience, corporate finance, sales, and support to make better decisions, informed by an easy-to-access, always-on summary of key metrics and data.

Tickr is thrilled about its ongoing collaboration with Spectrum on Galileo6, and about the platform's potential to transcend traditional approaches to tracking marketing ROI.

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For Spectrum, Tickr improved the signal-to-noise ratio significantly with an interface that surfaces top stories at a glance and helps business leaders to quickly assess how important they are to their business. We believe it has the potential to change how news is monitored and received in the future.

The Tickr platform

The Tickr Platform has earned the confidence of some of the world's leading brands and is currently deployed across market-leading companies in industries including consumer packaged goods, pharmaceutical, finance, manufacturing, and more.

Our engine specializes in ingesting disparate data sources, applying post processing to enhance the data and normalizing it into a cache based search engine so we can power API driven front ends.

Our platform runs on AWS and uses a combination of Node (front and backend), Postgres, Elasticsearch and Python. We enhance our data using combination of NLP, Machine learning and external API data. Using the AWS cloud infrastructure, we can scale our worker pipeline as required.

Curious about what we might be able to do for you?
Request a demo today.

Tickr: Spectrum Client News Metacloud

Tickr: Spectrum Paid Media Performance Tracking