MediaMiser
TURNING NEWS INTO KNOWLEDGE

Wowing Agency Clients, One Analysis at a Time

Client: The Tartan Group is a leading public relations and marketing communications firm and represents clients in the travel, tourism, real estate and resort development industries.

Issue:

Using a mishmash of free and paid tracking and analysis tools, Tartan Group staffers were in some cases spending an entire workday compiling regular client analysis reports, reducing the amount of time and budget available for outreach to generate new coverage. More specific analysis, such as coverage over a particular time period to understand the success of a program or the impact of a traditional news story on Twitter traffic would have been almost impossible leaving potentially critical business data buried in the coverage.

Solution:

Frustrated at the wasted time and difficulty of amalgamating and crunching data from multiple sources and wanting to provide superior analytics to their clients, Tartan selected MediaMiser Enterprise to replace all of its existing monitoring and analysis tools. The company spread the software's cost over approximately 10 clients in order to reduce the impact to client budgets.

Outcomes:

Now traditional and social media monitoring, media analysis, report generation and distribution are consolidated in a single application. More importantly, the time it takes Tartan staff to produce professional, branded reports has been reduced to a few hours, giving clients timely, easily grasped analysis of their impact in online and print media. Clients can also request one-off custom reporting to extract actionable business intelligence from traditional and social media.

> **"Cost is always a concern for agencies, but the ROI on MediaMiser Enterprise for us, and by extension our clients, is clear. This tool has been instrumental in enabling us to quickly and effortlessly provide a deep level of intelligence, presented in easily understood visuals that are much more impressive and thorough than anything we had been able to previously produce in-house."**