



Cloud computing company gets grounded

AIRPR ANALYST CASE STUDY

Industry: Cloud Computing





Due to its worldwide presence and far reaching customer base, the company was extremely interested in isolating all the coverage, chatter, and feedback that arose when earnings statements were released.

SITUATION

A publically traded global cloud computing company was unable to understand or see the sentiment and brand impact earnings statements were having during specific quarters.

PR CHALLENGES

Due to its worldwide presence and far reaching customer base, the company was extremely interested in isolating all the coverage, chatter, and feedback that arose when earnings statements were released. The company also wanted to have the ability to parse out the effects of earnings statements from the rest of their PR efforts in order to use the intel to spur future owned content development.



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SOLUTION

By tapping Analyst's authoritative crawler, the company was not only able to monitor sentiment during its most recent earnings statement, it was also able to identify ground swell via article relationships. To isolate the performance of the content around the earnings statement, the company opted to utilize Analyst's campaign and tagging features, which allowed them to create a filtered view around a particular topic in a specific timeframe.