



Fashion retail company cleans house

AIRPR ANALYST CASE STUDY

Industry: Fashion retail





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SITUATION

A high-end fashion company saw a rapid decline of stories published in top tier outlets resulting in a loss of brand strength and awareness. There was confusion and a lack of understanding as to why a drop occurred.

PR CHALLENGES

With the proliferation of 2nd and 3rd tier blogs, the PR team has been spending more time than ever gathering and reporting these placements. This shift has meant less time uncovering unique pitching angles aligned to journalists' beats and more time manually reporting on stories that may or may not have impact for the brand.



demo@airpr.com



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SOLUTION

To help the company focus on what really matters, AirPR Analyst aggregated every piece of content for their business, but only displayed those articles driving traffic to the site or purchases once on the site. When the PR team was able to see which outlets actually moved the needle in terms of conversion and revenue, they could cut what wasn't delivering. Analyst's easy reporting functionality also allowed them to stop cutting, pasting, and hyperlinking all day and instead focus on relationship cultivation and thought leadership opportunities.

