



Pre-IPO tech company stands out in a crowd

AIRPR ANALYST CASE STUDY

Industry: Virtual Reality





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SITUATION

A young company in a nascent industry was seeking to understand the key conversations being had by influencers and journalists as well as the primary challenges being discussed by all authoritative players in the landscape.

PR CHALLENGES

The sheer volume of publications and people talking about the virtual reality space has grown exponentially following the acquisition of Oculus by Facebook. It became vital for the young VR company to identify the most influential media outlets, journalists, and influencers whose voices were driving both the development of the industry lexicon and the brand preference for specific companies.



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SOLUTION

The fast-growing technology company used Analyst's competitive intelligence feature to set their initial benchmark KPIs. By averaging the PR performance statistics of 6 competitors within their vertical over the course of 1 month, the company was able to set targets and better measure PR success. Averages were then updated on a monthly basis and benchmarks were adjusted to align with overarching industry performance. Averages took into account the number of placements garnered, total social amplification across all channels, sentiment, message penetration, and other metrics.

