

Leveraging social listening data to plan award-winning campaigns

GOLIN

INDUSTRY

Public Relations

SPECIALTIES

Data-driven solutions for PR, strategy, crisis management, planning, measurement, and DE&I counsel.

CHALLENGES

- Acquiring consumer insights specific to clients' audiences.
- Harvesting elusive data.
- Acquiring social listening data to measure customer journey.

SOLUTIONS

- Infegy Atlas

RESULTS

- Gained access to elusive data other social listening providers said was impossible to reach, such as LinkedIn and Instagram.
- Used Infegy historical data for planning.
- Created award-winning, data-backed strategies for clients with better insights from robust social media datasets.



“Everyone knows if you want to catch a fish, you go where the fish are.” Global Head of Data Analytics Jonny Bentwood isn't really talking about fish, of course. He's talking about data – specifically, unbiased responses and perspectives that come directly from his clients' audiences.

A data scientist through-and-through, Bentwood has led strategy and analytics for the global public relations agency since 2017. Golin's award-winning creative and crisis management solutions, media relations strategy, and planning all begin with a data-driven approach – in other words, with intricate analyses from the teams Bentwood leads.

“As a data scientist in public relations, I work with aggregate data. And Infegy is a critical piece of that puzzle,” explains Bentwood.

Getting “impossible” data

It turns out that Bentwood's simple fishing illustration captures a challenge many agency data scientists face – acquiring the elusive, yet vital data that leads them to unbiased consumer insights and perspectives. “I need to understand what's being said about my brands. In order to understand them, I need to be where they are and hear what they say,” says Bentwood.

Bentwood uses other social listening solutions to monitor his clients' owned channels, but he found that these providers couldn't get him social media data from the channels that were truly relevant to his clients.



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“Infegy is the only tool that enables me to get data that other vendors say is impossible to get. It is a critical component to understand what my clients, their brands, and audiences care about.”

Jonny Bentwood, Global Head of Data Analytics

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“What Infegy competitors typically do is look at Twitter data and say that’s a suitable proxy for Instagram data, and that’s simply not true,” insists Bentwood. In a playfully facetious tone, he adds, “It would be great if my clients’ audiences were just hanging out on the brand’s owned channels or on Twitter, but they’re not that polite. They talk on their own feeds, on various channels. And keeping restrictions or privacy in mind, Infegy manages to get a confident sample of that information that enables me to make reliable decisions.”

More than an evaluation tool

Bentwood’s first-in-class usership of social media data is apparent as he shares the ways he activates Infegy Atlas: “It’s not just an evaluation tool. This is where a lot of people get it wrong. A lot of people look at it and just ask, ‘how have we done?’ I use Infegy Atlas as a planning tool.” Bentwood takes a quick digression to briefly offer a bird’s-eye view of his role as a data scientist within an agency like Golin, saying, “My job is to move from descriptive analytics to prescriptive analytics. And then from prescriptive to predictive. Throughout, the most important question always is ‘do you have the data?’” He then proceeds to deftly summarize how Infegy Atlas is key to every step of his data-driven planning process.

First, he uses Infegy historical data to measure how relevant audiences react during different stages of the customer journey and to gauge sentiment around awareness, consideration, purchase, and advocacy. He then uses Infegy Atlas for competitive intelligence, comparing those metrics relative to his brands’ competitors.

Bentwood emphasized that the findings are then used to guide and direct the focus of the activities the agency plans for its clients. “If we don’t plan first and instead just act on just cool ideas, it’s bound to fail.

“I use Infegy Atlas as a planning tool. I can understand how my brands are perceived on hard-to-reach channels that other providers can’t show me; I use that data to guide where the focus of our activity should be.”

Infegy Atlas metrics enables us to give our work focus and set goals,” he elaborates.

Bentwood said the next thing he does is to use Infegy Atlas to set KPIs and outcome parameters that need to be used to achieve the goals. And, as the icing on the cake of data-driven planning, Bentwood uses Infegy Atlas to track campaign performance. He added that the immediacy of its data enables them to course-correct during a campaign when things aren’t going well.

Making a difference with data

Among the numerous accolades the agency has received, Golin’s Data Analytics team was recently named AMEC’s Communications Research and Measurement Team of the Year for the fourth year in a row. “Coincidentally, which is when we signed up for Infegy,” points out Bentwood. “I’m not claiming causation,” he continues with a smile, “but Infegy Atlas has definitely enabled us to get the data by which we can start the important work we do. It works you see; we’re able to make a difference for clients.”

Concluding with why he’s enjoyed working with Infegy, Bentwood doesn’t mince words, simply saying, “Many social listening providers right out tell us that it’s impossible to acquire data from the full span of social media, spreading a disservice to the industry. I just want to yell ‘that’s rubbish!’ at all of them because Infegy makes it possible. You always get us the data.”

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