

Growing client's Instagram following by 70% in 5 months

WHISPRGROUP 

INDUSTRY

Business Consulting
Market Intelligence

SPECIALTIES

Data-driven marketing insights,
consumer insights, audience analysis

CHALLENGES

Needed data to back marketing strategy for a beauty industry client in order to:

- Grow overall audience on client's social channels.
- Target messaging insights for the client's true consumer base.
- Deliver social insights from channels relevant to the clients: Instagram, Pinterest, and TikTok.

SOLUTIONS

- Infegy Atlas

RESULTS

- Delivered 11 actionable insights to client's marketing agency.
- Guided strategy that grew client's Instagram following by 70%.
- Discovered consumer-specific language to shape messaging.
- Discovered demand for client's niche product.



Begin with data. Ask any solutions consultant or strategist at Whispr Group and they'll tell you that there's no point starting anywhere else. In fact, ever since Joakim Leijon founded the company in 2008, it's been driven by an unrelenting belief that any business action should be backed by a market dataset so robust that it offers *unbiased* consumer perspectives.

And it's working for them: in fifteen short years, this New York-based, organically-grown company has not only planted offices in three countries, they've created their own AI-driven market insights platform! And, to stay on top of social media and digital insights, Whispr Group adds Infegy Atlas to their research mix.

While it is not their only social listening solution, Chief Product Officer Jonas Nilsson is quick to point out a vital differentiator between Infegy Atlas and their other social listening provider: "The way Infegy Atlas can gather data from Instagram and TikTok, as well as Pinterest, makes it possible for us to work closer with B2C clients. Many other social listening tools are locked up in a sort of API where you get a lot less information from those channels."

Capturing the whole story

Mariele Ayar Médoc, Head of Digital Insights for North America, jumped in to share how Infegy Atlas' channel coverage, metrics, and analytics were so extensive, that her team was able to generate an insights report for a B2C client using solely Infegy Atlas.



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Jonas Nilsson, Chief Product Officer

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"Work with audience insights is usually very manual and time-consuming because you have to get granular. We love how Infegy Atlas provides Source Bio data so we can quickly segment and discover relevant audiences."

Mariel Ayar Médoc,
Head of Digital Insights,
North America



The project was for a smaller client in the beauty industry; their marketing agency was working on a data-backed social media strategy to boost the client's visibility and reach. Part of the challenge was to understand how consumers in the industry viewed the client's products, and what to focus on when creating messaging for the client.

They also wanted to look at trends in the industry to help the client grow within the personal care and beauty space. Both the client and their agency relied on Whispr to provide data into really specific conversations so they could learn – directly from consumers – how women discussed topics like sexuality and well-being, and skin care.

"I know we said it already, but having robust Instagram coverage is so important, especially for insights into beauty and fashion. If we had used other tools, we would have missed out on a huge volume of mentions and trends ... it would have only given us half the story," emphasized Ayar Médoc.

Making audience segmentation easy and fast ... but no less insightful

Ayar Médoc went on to share how Infegy Atlas' query-writing options allowed them to zoom straight to brand mentions of their client so they could quickly see how consumers felt about the brand and products. Linguistics analysis and the many data visualizations in the platform (word clouds, especially) helped them identify specific products.

The team also used the platform to compare trends around topics and keywords that were relevant to the client's products.

"Our clients always ask, "Who is our audience? Who's talking about us?" Infegy Atlas has the function to help us answer these questions," Ayar Médoc continued.

She's referring, of course, to the platform's Source Bio data where Infegy Atlas pulls in author bio details from publicly shared social media profiles. Using this functionality, Ayar Médoc's team was able to narrow down the audience to specific segments and hear from authors who identify themselves as moms and wives. They also leaned into conversations from influencers and skincare enthusiasts.

Delivering action-ready insights

Gathering insights from the "mom," "wife," and "skincare enthusiast" audiences segments as well as their linguistic analyses, Ayar Médoc and her team were able to distinguish between the audiences for different competitor brands.

They also made some vital discoveries around beauty trends: products and keywords that were trending a few years ago were already on a heavy downtrend. More importantly, they found that conversation around a niche skincare product (one that was within their client's offerings) was seeing a huge spike in post volume – indicating two important things: a boom in demand, but also a messaging focus for the marketing strategy!

Of course, with the increase in demand for the product type, the competition was also growing, but the Whispr Group's Digital Insights team was able to identify and point these out in their report for the client's marketing strategists.

All in all, the Whispr team delivered 11 actionable, data-backed insights that were acted upon in marketing and launch strategies for the beauty industry client. These focused on messaging, as well as targeting the right audience for the client's various products. Whispr Group's motto to always begin with consumer data has already seen successful outcomes for this particular client: within five months of marketing strategy activations that were based on Whispr Group's insights report, the client saw a 70% increase in their Instagram following ... and revenue growth followed soon after!



"If we had used other social listening tools, we would have missed out on a huge volume of mentions and trends ... it would have only given us half the story. With Infegy Atlas, I can track large sets of posts from consumers and influencers."

Mariel Ayar Médoc,
Head of Digital Insights,
North America

