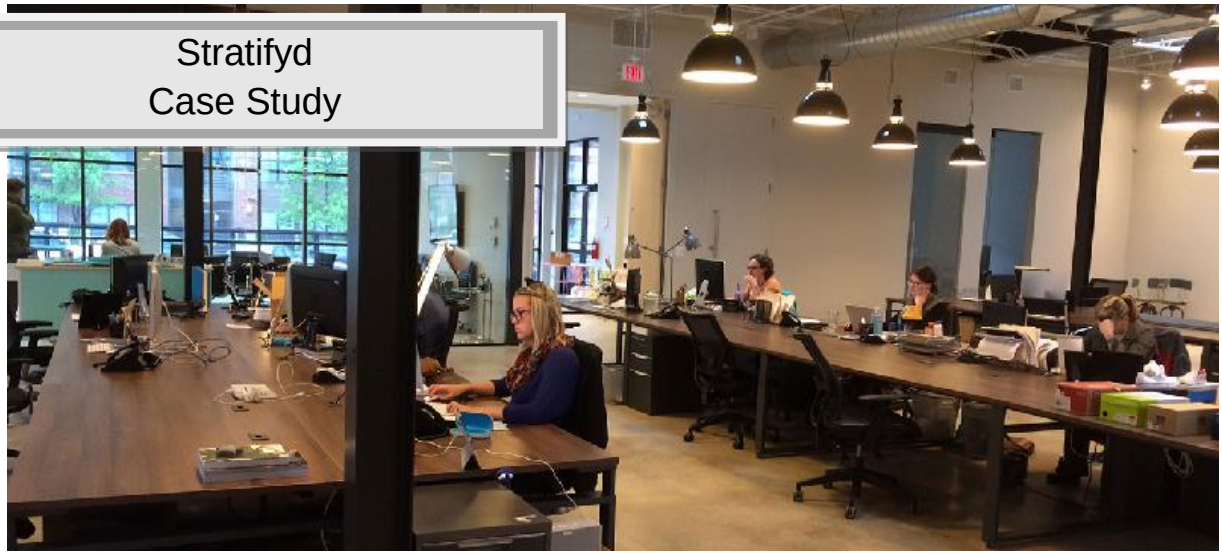
Stratifyd
Case Study



Marketing Agency selects Stratifyd

"We are often in extremely competitive situations with clients, and need to provide research insights beyond basic social media feedback. Stratifyd provides an easy-to-use tool for analyzing customer reviews, enabling our analysis and proposals to stand out from our competitors."

- Chief Strategy Officer

Executive Summary

Stratifyd Signals™ was recently selected as a text analytics platform by a large Marketing Agency with offices in the northeast and southeast U.S. The agency builds worlds around brands by seamlessly integrating strategic planning, digital development, content creation and distribution, customer experience and a host of other disciplines.

Challenges at the marketing agency

The agency market is ultra-competitive, and the company is constantly challenged to stand out from the competition and provide greater value. This challenge was fully evident when the agency competed for marketing business with a fast food chain and a supermarket account. The agency needed a way to differentiate their research, analysis, insights, and recommendations. Specifically they needed an easy to use, self-service platform that enabled on-the-fly research to these companies and their competitors.

The agency selected the powerful Stratifyd Signals™ platform for multiple reasons: 1) the self-service aspects and speed of obtaining the research data, 2) the interactive visualization interface, 3) the deep machine learning and Natural Language Processing capabilities in the system, and 4) the customer experience and customer service analysis capabilities in the system.

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The agency needed to analyze the voice of the customer through online customer review data. This data was in the form of unstructured text, making it difficult to gather and analyze. The agency needed to go beyond basic social media sites like Twitter and Facebook, and analyze the user reviews.

How Signals Helped

Signals allowed the agency to take a deep dive into the voice of the customer data on the fast food chain and supermarket. They analyzed customer reviews, and found opportunities to improve business practices and resolve issues identified by these customers and their competitors:

- **Pre-built Data Connectors:** The agency gathered voice of the customer data using the Signals data connector to Yelp, one of many built-in data connectors to ecommerce websites. The Yelp connector provided customer reviews reflecting their needs, wants, likes, and dislikes. The customer reviews were presented in an interactive visual interface that allowed them to drill down into the data.
- **Common Topics:** The agency found the most common topics contained in customer reviews. Topics were placed into categories to pinpoint important areas in which to focus, and then drill down into the 'why' behind the data.
- **Recurring Themes and Trends:** Signals enabled the agency to stratify the data over time, making it easy to see themes recurring in the data month over month. The agency analyzed the differences between the fast food chain and supermarket customer reviews over time. Signals custom widgets made it an easy process to analyze customer reviews by the star rating. The agency can analyze all the <3 star ratings simultaneously, and drill down specifically into the individual ratings to see what customers were saying.
- **Geographic Differences:** An important aspect of the analysis was examining customer reviews by region. This research analysis shed insight into specific store performance, and the customer perception of those stores.

Results, Return on Investment, and Future Plans

Using Signals, the agency was able to:

- Win new accounts by finding angles in the research data.
- Tailor proposals on a geographic level for each clients.
- Tailor proposals to address specific customer pain points that were most common, and continuing to occur.
- Make data-driven decisions on the actual Yelp reviews, rather than gut-feel or social media alone.
- Quickly research clients and their competitors.
- Utilize customer review segments and compare behavior patterns over time to prioritize areas of marketing.
- Listen to customer's desired features and technology.
- Make analytics a regular customer review process step.

The agency continues to face a very competitive agency marketplace, and with the use of Signals, they consider themselves well positioned to compete for new accounts.

"Stratifyd is a terrific partner. Not only is the Signals platform ideal for providing customer insights, but the platform is fast, easy to use, and completely self-service."

- Chief Strategy Officer

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