CASE STUDY

TOPSY LABS®

Background

Inner Circle Labs began work with Topsy Labs, the realtime search and analytics platform, in August 2010. When Topsy decided to expand its services beyond realtime search (Topsy.com) to analytics for brands and businesses (Topsy Labs), the company needed to showcase both of its leading social media capabilities to a broad audience. Topsy Labs discovers which Twitter conversations matter, which ones to watch and how they can affect certain situations. It's a perfect tool for businesses, marketers, media and anyone who needs to track social data. Because of its sophisticated analytics, Topsy is a game-changer when it comes to tracking social media trends and predicting future trends.

Objectives

Work to highlight Topsy's advanced analytics in the media space began in January 2011 when Topsy launched Topsy Labs. With full access to the Twitter firehose, Topsy had the ability to be an influential force in predicting trends and comments around realtime news. Inner Circle Labs' objectives included:

- Highlight Topsy's expert position and data on various industry trends
- Create a constant drumbeat of data to increase company buzz and strengthen customer relationships

Strategies

Topsy can transform noisy data streams into actionable realtime intelligence. Inner Circle Labs' strategy was to use that very intelligence to give reporters valuable data on everything from politics and technology to entertainment and pop culture. This would give Topsy media visibility as a key social resource for press and analysts worldwide.
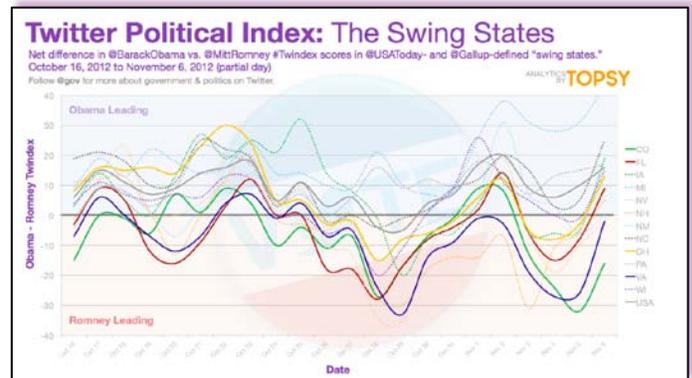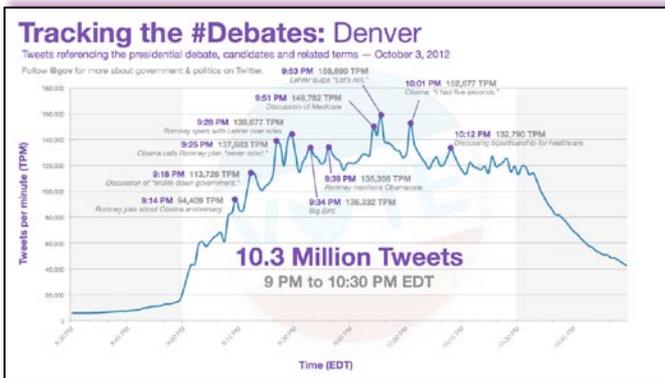
Some of our initial strategies included:

1. Make Topsy synonymous with social analytics.
Topsy is the best way to pull social data for any topic, particularly in easy-to-read charts and graphs. It was crucial to position the company's social data and its execs as key resources in the business, technology and social media industries to drive overall buzz and customer interest.

2. Create daily news with exclusive Topsy data – that can't be found anywhere else – for tech and business influencers and media on trending news.
If a reporter had a story in the works, Inner Circle Labs would pull data and position it to support their piece. Because

Topsy could slice and dice social data, we could ensure that each media contact got information that was relevant to what mattered to them in the moment. We also jumped in to help them identify topics that had yet to be explored in the media.

3. Show how Topsy Labs could make the world a better place by making an impact with predictive social analytics.
Inner Circle Labs used case studies to support Topsy's value proving how the world can be made better when there is access to social analytics.

Tactics

We needed to get attention for Topsy's predictive capabilities through examples and case studies.

- **Data for everyone**: Inner Circle Labs engaged everyone from high-profile media to niche bloggers offering one-of-a-kind, realtime data around people, places and things associated with their in-progress stories. The goal: provide unique information that couldn't be found anywhere else.
- **Can Topsy break the next big story?**: We identified data around topics that were just bubbling up to encourage media coverage. During the KONY/Invisible Children campaign, Inner Circle Labs pulled and pitched Topsy data that encouraged media to write feature stories using our results.
- **Show and tell:** While announcing Topsy Labs, we set up a media tour to not only brief reporters on the news, but to also offer a demo and trial accounts so they could use the product for their own research. This gave reporters firsthand experience with how easy Topsy was to use as well as insight into the power of the product.
- **Proof is in the pudding:** People had their doubts about this technology so we reached out to media around various case studies. For example, we showed how Topsy could have predicted the Netflix stock drop, offering Topsy's executive expertise as a resource for financial reporters and broadcast outlets.
- **Be everywhere:** Inner Circle Labs made Topsy a regular on the speaking circuit. We researched and secured speaking opportunities at top events like Predictive Analytics World (PAW) to further highlight Topsy's expertise in social analytics.

Results

Once Topsy data was all over the media, people began to understand the value of social analytics. Soon, media began to proactively ask for data and charts while others requested access to Topsy. It became easier for others to understand the value of social data and how it could be applied to everyday life. Topsy execs were well-positioned to offer comment on broader media & industry stories. As a result, Inner Circle Labs was able to:

- Secure more than 120 launch articles in Aug. 2012 for the Topsy Labs news
- Secure approximately 100 articles in Oct. 2012 for Topsy data related to the Presidential campaign
- Get coverage in a broad range of media – from Mashable to People Style Watch to CNBC
- Execute proactive rapid reaction campaigns on various news stories and trends like the American Idol eliminations, the royal wedding and more

Feedback around Topsy's analytics was tremendously positive. Several top-tier media featured Topsy multiple times and became fans of the product – constantly asking Topsy directly for last-minute data around breaking news and events. Media that regularly used Topsy analytics as a result of our campaign included:

- AllThingsD, Liz Gannes
- Christian Science Monitor, Gloria Goodale
- Mashable, Alex Fitzpatrick & Sam Laird
- TheNextWeb, Matthew Panzarino
- Washington Post, Natalie Jennings

Total mentions of #Euro2012 semifinal teams on Twitter: 20 June 2012 - 26 June 2012
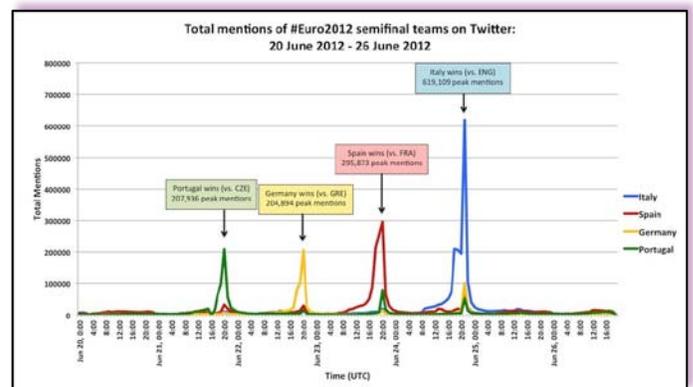
Coverage Sampling

Topsy has received hundreds of mentions due to the sophistication of its data and the Inner Circle Labs' ability to hone in on breaking news and industry trends. A sampling of coverage across various verticals includes:

- Adotas, Invisible Children's Offline Campaign Lands After Its Social Media Prime-Time
- Bloomberg Businessweek, Activision's Diablo Gets Top Twitter Trend Spot on Error
- eOnline, Why Does Britney Spears Deserve a Tribute at the VMAs?
- Forbes, Social Media Idiocy Of The Day: Belvedere Vodka's Rape Joke
- Mashable, Tracking the EURO 2012 Buzz
- San Francisco Chronicle, Twitter Feeds on Netflix Prompt Stock Service

We also secured a spot for Topsy's co-founder, Rishab Ghosh, to speak at the Bloomberg Portfolio Management Mash-up Panel and landed him on CNBC's Fast Money: *Who Needs Consumer Confidence When You've Got Twitter*.