Buzz Radar Case Study:

Buzz Radar helps CTA become data driven with actionable insights.

BUZZRADAR

EST. 2012

DATA · CAPTURED · VISUALISED

Challenge

As the world's largest electronics event, CES accumulates millions of data points every year from its exhibitors, the visitors that clutter the showrooms and other various conversations that take place on their online platforms during the show.

The Consumer Technology Association's main challenge was turning massive amounts of data into actionable insights to be understood by a wide array of stakeholders and identifying an engaging and actionable way of communicating this information in real time. The primary goal was to use these insights to inform both planning decisions and individual needs inside the organisation.

Key executive decisions fuelled by data-driven insights:

- The identification and theme of new physical spaces based on the most prominent emerging tech trends;

- The balance of topics and speakers for CES talks and events;

- The optimal direction for social and PR content based on real-time performance monitoring alongside sentiment and engagement of topics inside CES conversation;

- Real-time insight on how to handle potential flash-points and controversial topics across social and PR.

Solution

The Consumer Technology Association appointed Buzz Radar as CES official data partner in 2014 to help capture their data into one place, extract clear intelligent insight and, most importantly communicate those insights faster, offering stakeholders the opportunity to act on them within the window of opportunity where they could have an impact.

Here are some of the core functions CTA use on the Buzz Radar Platform:

- **Most Talked About** section was effectively rendered to identify the pivotal technology sectors that were popular amongst audiences. For example: Blockchain vs AI vs IOT vs Drones vs Smarter Cities

- **Influencer Identification** section helped organisers spot the leaders & decision-makers in all key areas and offer them speaking slots or discounted tickets for exhibition space. This section was also used after CES to source content such as guest blog posts and podcast former participants throughout the entire year as part of a wider content strategy.

- CES Sales team used the platform to create **One Click Social & PR Reports** for the top 100 major exhibitors at CES, which enabled them to know how their product launches have performed in terms of engagement, sentiment and reach across social and PR, benchmarked in their market.

- **Alert Function** enabled the sales team to monitor exhibitor performance in real time during event and predict any impending issues or offer support before it's asked for by looking at spikes in volume, sentiment, or topic. Organisers used this section to spot a diversity issue that had generated adverse sentiments during the event, take control of the conversation and ignite positive feelings.

Examples of ROI

Buzz Radar's data-driven insights led to the creation of the 'Smarter Cities' 20,000 sq/ft space in 2018, the most successful new sector launch in CES's 60-year history. The Buzz Radar platform enabled CES organisers to identify the ideal influencers and participants for this category, which saved their research and booking team over six months' worth of work and led to several multi year contracts being signed off with new exhibitors.

The 2018 CES was beset with multiple logistical issues caused by a significant storm which posed some challenges to a predominantly smooth running show. The account teams were already set up with Buzz Radar Alerts tracking their clients' social media activity & mentions when the storm hit, thus being able to stay ahead of the problem and keep major exhibitors from becoming unhappy. This initiative has successfully saved CES over $1M in 'goodwill' gestures over the course of the show.

After the show has ended, the sales team made use of the Buzz Radar platform to create a product launch pad for their top fifty exhibitors which illustrated the effectiveness and reach of CES 2018. Unique automated reports combining all key PR and social KPIs for each client replaced the stale, time-consuming and expensive hand-written media releases that are usually created in these situations. The Sales team were able to use these to prove the ROI to exhibitors during their post mortem window and allowed them to sign contract renewals and upsell to record levels.