ezyinsights

dpa ● ● ●

CASE STUDY

INCREASE EFFICIENCY WITH RELIABLE PERFORMANCE DATA

HOW DPA IS BECOMING MORE ALIGNED WITH CUSTOMER NEEDS USING EZYINSIGHTS

Problem: lack of performance data

DPA needed a solution that would help them **track their content's performance online**. They considered several options, but many solutions were not reliable or were not matching their text and images the way they would have liked to.

They picked **EzyInsights Newswire** because it was **the only solution that could accurately identify when an article published online was delivered by dpa.**

As dpa's customers are moving online, the agency needs to realign their digital strategy. What worked well for print, does not necessarily work online.

Dpa needed data to help their editorial team produce more of the content that works well online, and reduce the effort on stories that do not bring results.

" In general, we try to become more efficient altogether as an agency. We need to know what works and what doesn't for our customers. "

TIBOR MARTINI

Data Analyst

Solution: increased efficiency with data-driven insights

"With EzyInsights, **we now have data to organize our output.** Previously, we could see how much effort we put in some events, but not how much return we got. Now we have **performance data to determine which events are over performing and which ones didn't perform that well.** "

"It's important to know which of our customers use how many of our stories. **A year ago, we only had our gut feelings. Now we have numbers** so we can say anything above or below a certain number is good or bad."

Impact: better fit with customer needs

When dpa use their resources more effectively, **their customers get content that is much more aligned with what they want to get.**

In practice, dpa's editors get a daily overview over the previous day to check the number as well as spot patterns. Thus, they can notice whether a topic they dedicated a lot of resources for the previous day worked well or not. This data also gives them ideas on what to focus on for the upcoming day.

"Now that we know what works and doesn't work for our customers, we can focus our efforts much better to produce more exclusive content, or more of what worked well in the past, even time our delivery to better match our customer's schedules."
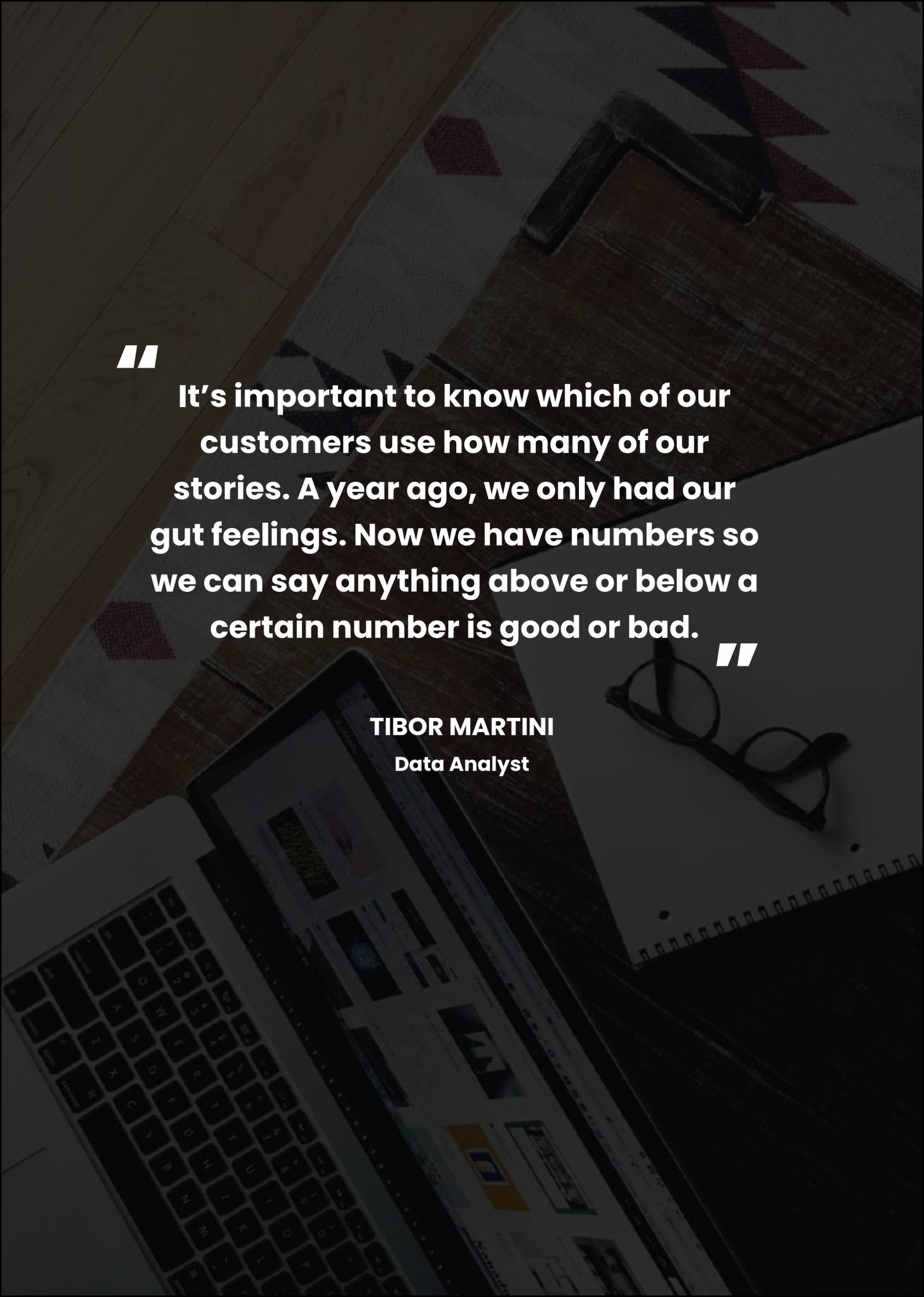
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Implementation: involve both editorial and tech team from the start

To help implementation run smoothly, dpa recommends involving tech and editorial departments from the start.

"On our side, it was important to have both tech and editorial departments on board from the beginning because both sides may have some implications that you're not aware of," adds Tibor Martini, Data Analyst.

"It's of course also important to determine your own KPIs and use EzyInsights to implement and track them."

"After the initial setup, everything worked well: it was easy to deal with the EzyInsights team and it was nice how fast they implemented necessary adjustments".

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