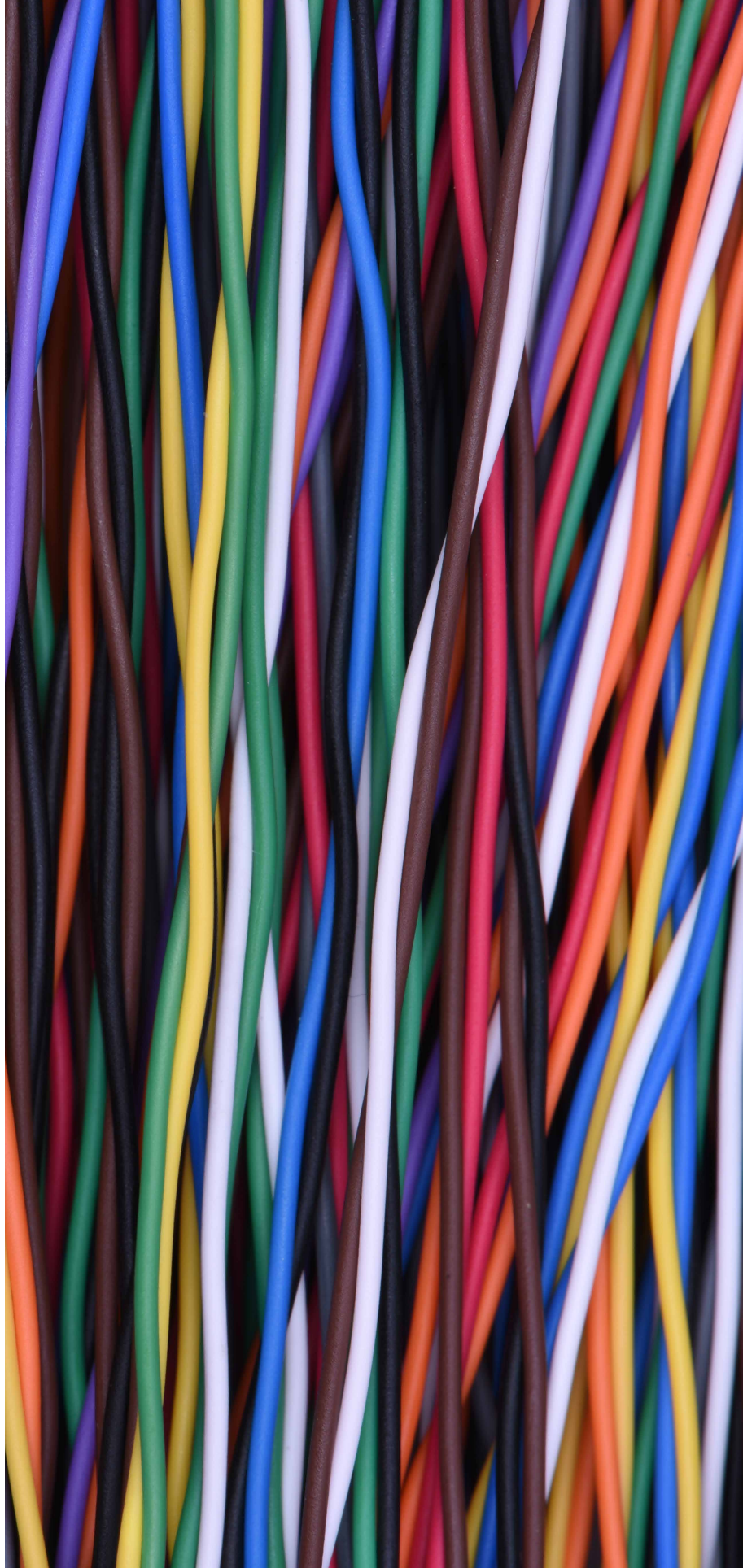




Case Study

## Vodafone

Understanding customer  
needs around the  
Internet of Things (IoT)







## The Challenge

*Vodafone's audience for their communications around IoT had initially been targeted at purchasers of their IoT solutions. However, in this project we discover that is not the community talking about IoT online and driving a shift in uptake of IoT services. In actual fact, the audience engaged in the conversation online are mostly technologists (and the users of IoT solutions), and not those purchasing, as assumed.*

Vodafone are continuing to innovate into new fields, this time by creating IoT products for industries such as infrastructure, manufacturing, automotive, retail and finance, among others.

To ensure their solutions cater to the needs of their B2B customers, they wanted to develop a stronger understanding about their needs around the IoT, in order to create a strong communications strategy. The areas they wanted to explore were understanding who are their audience in the IoT space, what they need within the IoT space and how can Vodafone support them. To answer these questions and more, Vodafone approached Pulsar, as a partner with expertise in audience intelligence and social data.



# The Plan

*Reviewing and defining the entire B2B IoT conversation*

- Uncovering a scaled understanding of the entire B2B IoT conversation to outline overarching cross-industry needs
- Deep diving into specific industries to uncover needs common to each industry
- Reviewing the influencers within the conversation, for Vodafone to leverage within comms strategies
- Breaking down the share of voice within the conversation, between Vodafone and their competitors

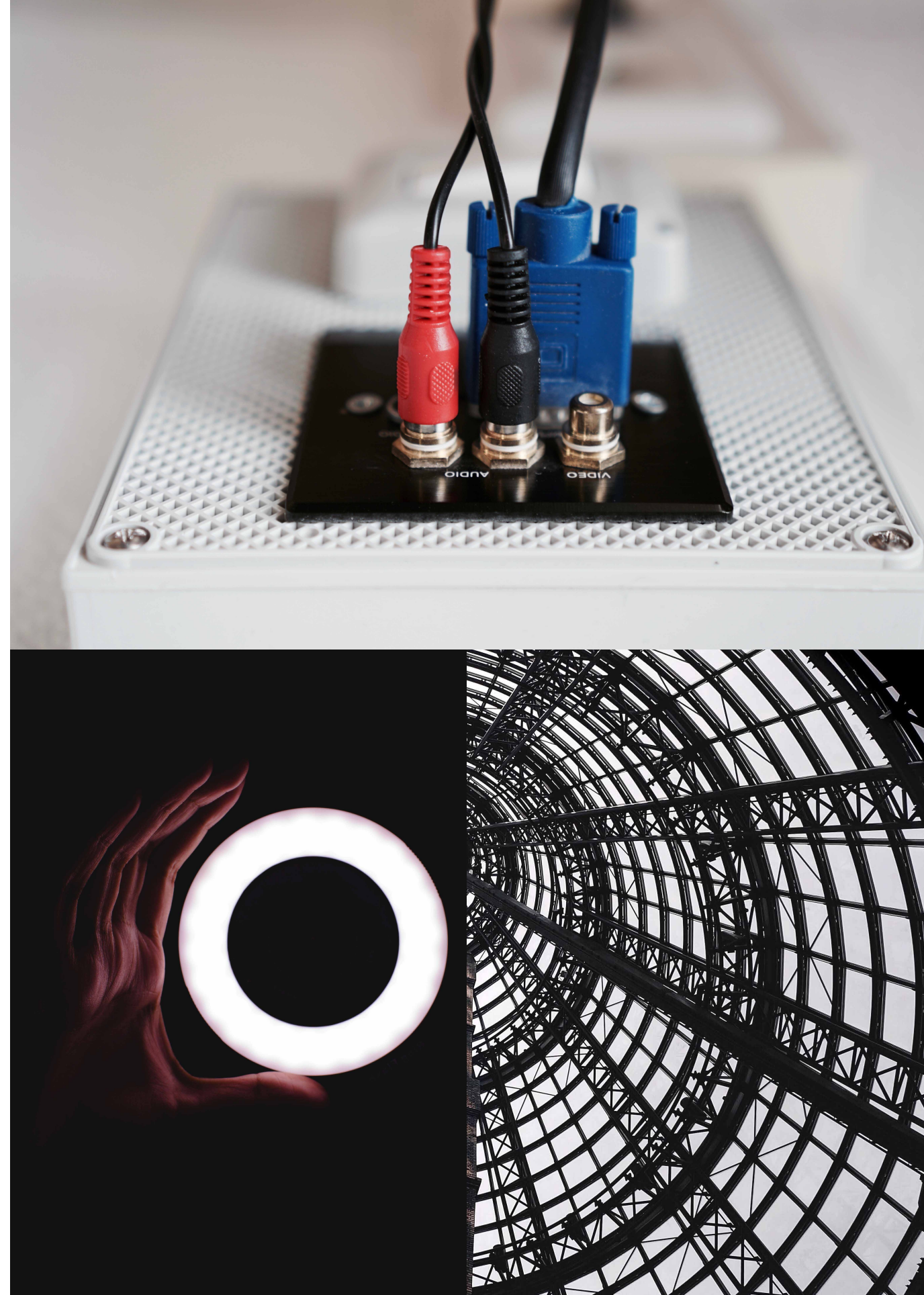
*Mapping and segmenting the audience within the B2B IoT conversation*

- Breaking the entire conversation down by those who are in it, what they do, what industries they work in, their influencers and what they need

## **Outcome:**

The outcome meant that Pulsar were able to explore the needs of the the entire conversation, specific to industry segments, and to audience types.

Logistically this research was focused on the German and UK markets, and covered the conversation on Twitter, blogs, and forums

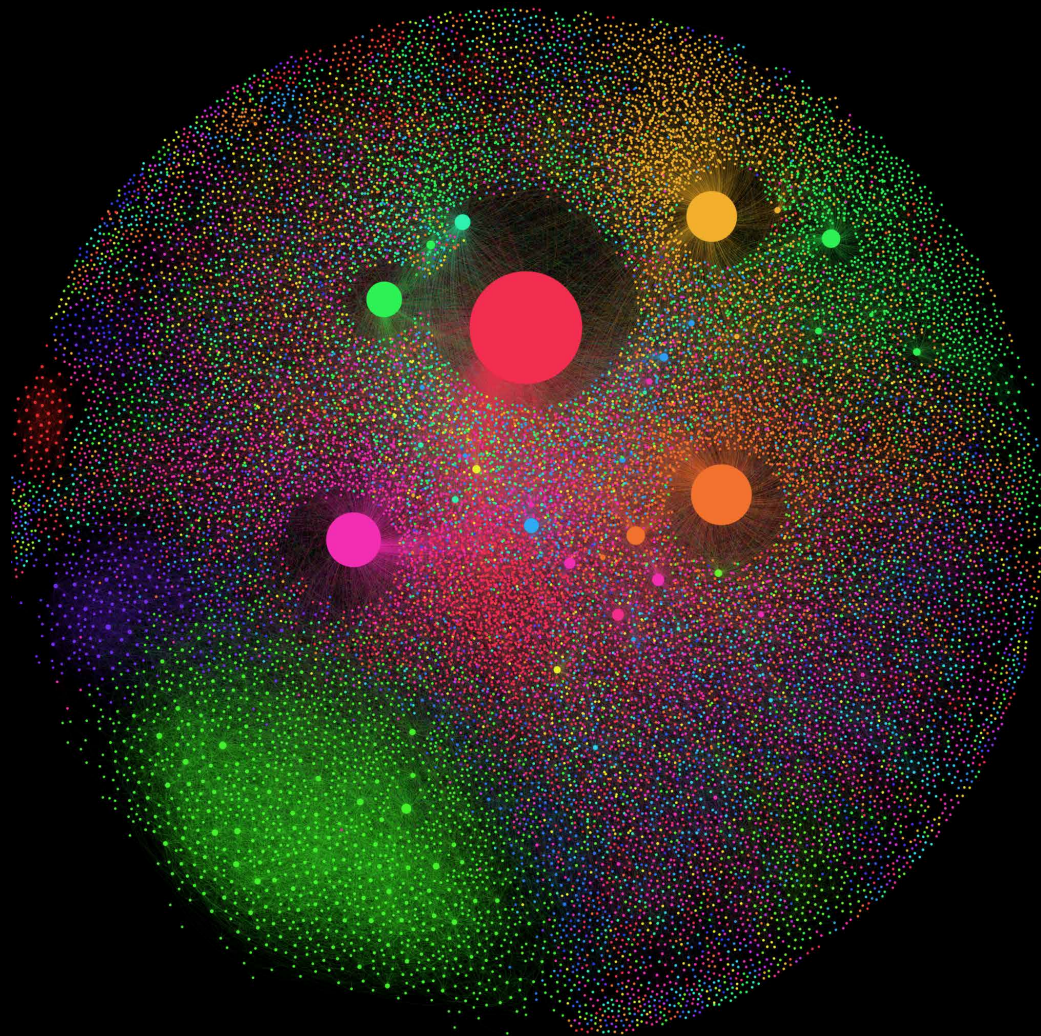




# The Insight

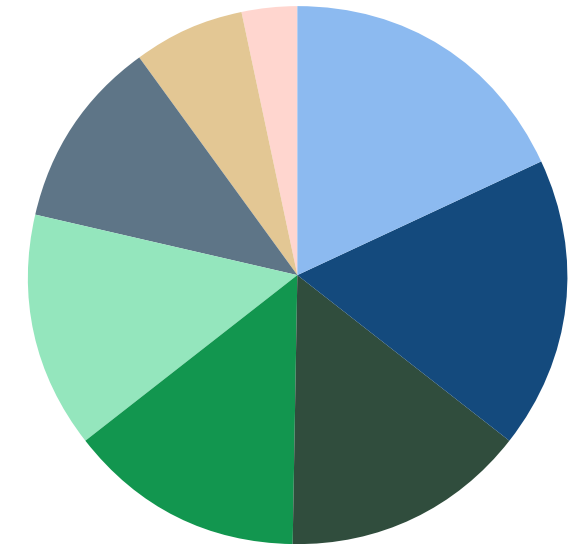
*Ultimately the IoT audience **are** mostly technology professionals, and not just business owners or very senior management*

The IoT audience consists of of technologists and developers; people that tend to be hands on with IoT development and implementation for their respective companies, and who will provide senior colleagues with consultancy around new IoT solutions.



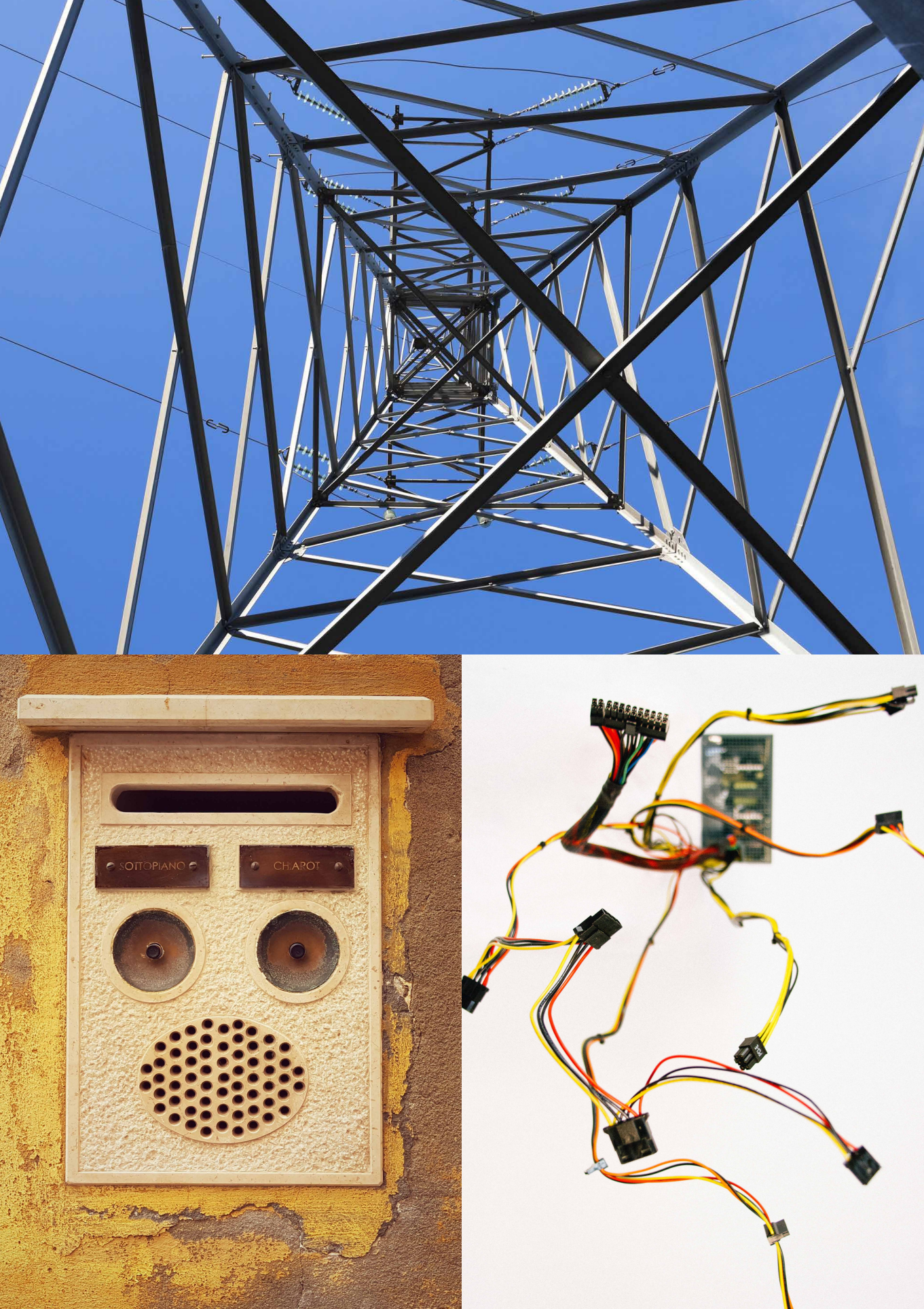
Vodafone's audience for this campaign were focused on three main things:

- **Support:** Because the audience are often the technology consultants within their companies, they will need support to champion Vodafone products internally, to ensure that the key stakeholders in the business were made aware of the power of IoT for their business
- **Learning:** As all industries can become connected through the IoT, there is a real need to share knowledge and learn from an individual through to a cross-industry level, as this will enable progression and implementation of the IoT
- **Security:** The biggest topic in the IoT conversation surrounds security. There is a level of uncertainty about how to achieve security. One of the concerns is that security risks may develop faster than the update to devices in a network



- Technologists
- Founders
- Thought Leaders
- Digital Consultants
- Professional Dads
- Industrials
- UK Pop Culture
- General Population



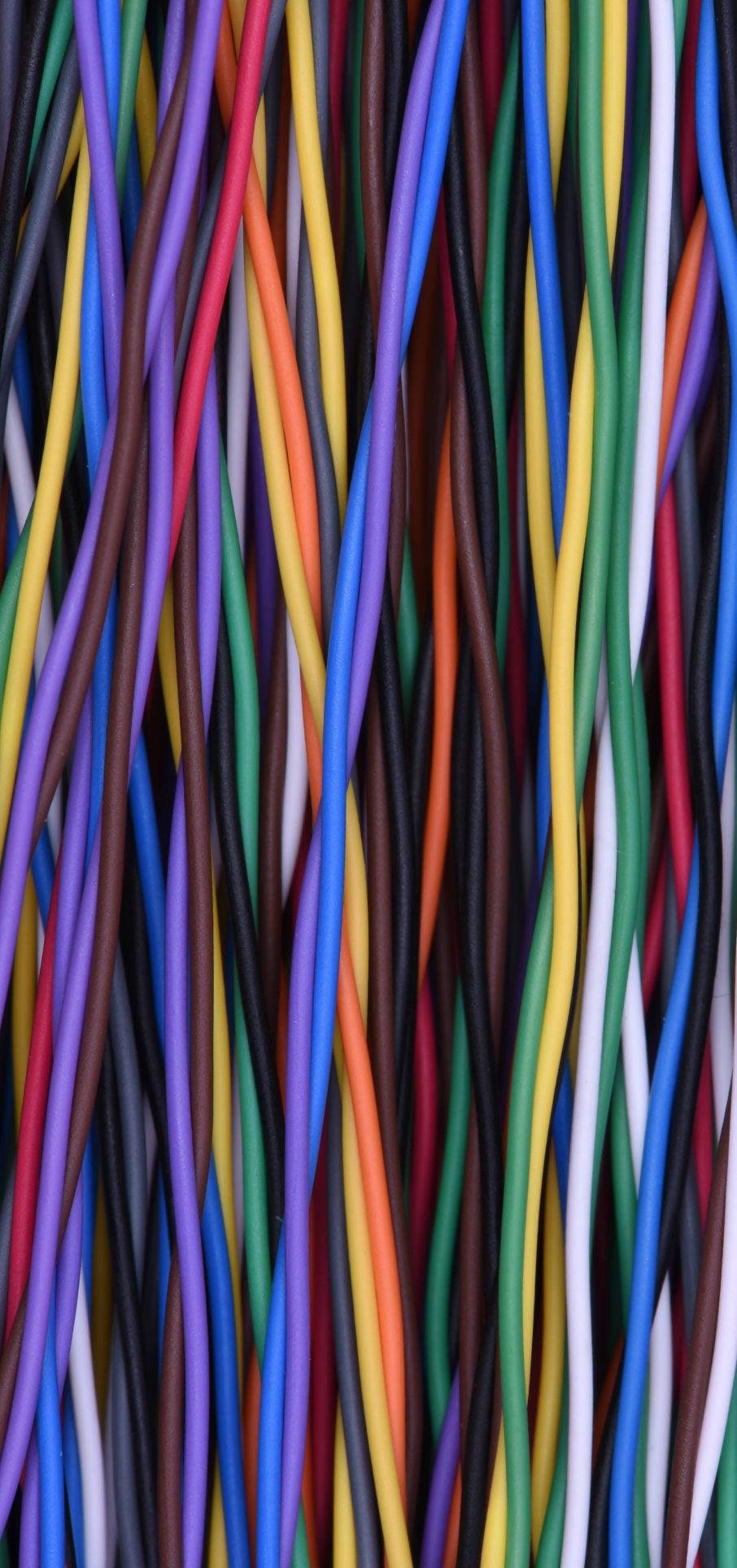


## The Result

Following the research, Pulsar have developed strategic insight areas based on the current needs of the audience within the IoT conversation. Crucially, to make the insights actionable to the team at Vodafone, Pulsar have created a needs framework which ties insight to action, and scaled the conversation to help prioritise the needs it contains to support the creation of a strong comms strategy.

Vodafone are currently leading the social conversation around IoT. They have achieved this by providing industry literature and white papers, which respond directly to the audience's need to learn while positioning their solutions in-situ, to help promote relevancy.





**Contact Pulsar  
to see what the  
platform can  
do for you...**

UK: +44 (0)20 7874 6577

US: +1 646-902-9394

[www.pulsarplatform.com](http://www.pulsarplatform.com)

[info@pulsarplatform.com](mailto:info@pulsarplatform.com)