

PULSAR*

colart



How Colart use Pulsar to support a social insight-driven content strategy

Case Study – Colart

How Colart use Pulsar to support a social insight-driven content strategy

Challenge

Most modern brands have access to a wealth of information. By applying the right analysis to the right source, and developing a more in-depth, nuanced understanding of their target audiences, a brand can drive improvement across sales, marketing and content engagement, to name just a few applications.

For Colart, unlocking these benefits meant building and implementing a deeper content engagement strategy. Colart owns several brands, each of which cater to different markets and categories. For much of these brand's history, however, interactions with consumers have usually been one-directional, with content pushed to suit pre-existing ideas about audiences, and not much effort made to understand and listen on their preferences.

The challenge, therefore, was how to embed data-led content recommendations into the brand's wider comms strategy, so that Colart could better engage with their audiences.

"The role of insights," the team explain, "is to make sure that strategy is driven by data across all touchpoints, that includes research projects, artists panels, industry data – and social listening."

Using Pulsar to understand the types of interaction consumers have with Colart brands, compared to their competitors, provided the brand's insights team with a route towards not just new methods of measurement and greater understanding, but also a number of actionable insights.



It was a really impactful project – we had conversations with all the brands, and they all include recommendations from social listening in their brand strategy.



Melissa Nassimiha
Insight Manager
Colart

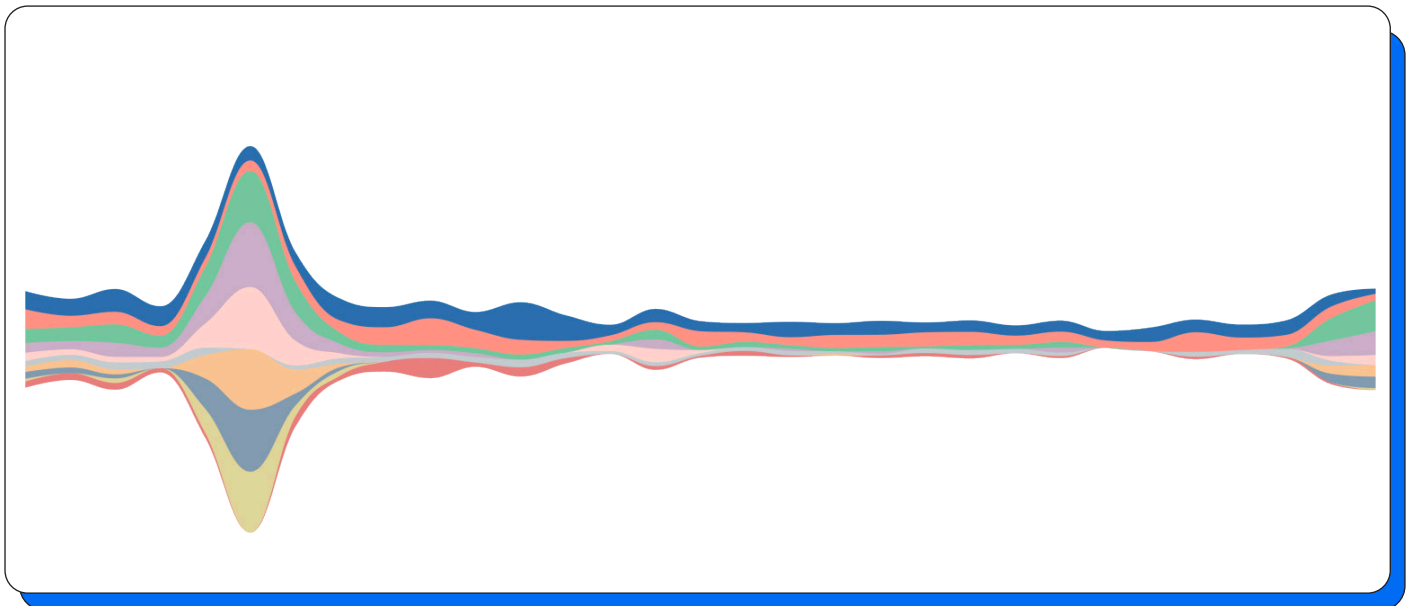
Solution

In order to put the level of reporting they needed in place, the team essentially created their own data stack.

Key to this was Pulsar CORE, which enables users to benchmark their social performance against competitors.

Colart started by setting up a tracker.

“We were able to see and analyze content themes across all brands, and then we were able to better benchmark what types of content drive better engagement – to better support our brand comms and content strategy.”



This enabled the brand teams in turn to quickly gain a comprehensive view over what types of social strategy were most effective to their total addressable market.

Understanding how post format, regularity and content type impacted engagement metrics enabled the team to make data-informed changes to their content creation.

Having established a quantitative mode of analysis, Colart then worked to establish a more qualitative understanding.

This meant performing a textual analysis of the data to improve effectiveness of certain phrasings and emotional contexts.

Results

The project led to changes in tone of voice and the use of specific mechanics designed to increase audience participation.

Off the back of this research, the team were also able to set KPIs to ensure that data would continue to drive improvements in performance. The Colarts insights function also created live dashboards, to step away from the idea that insights had to be delivered as a periodical, lengthy report. The teams are encouraged to check in with these as they continuously update, to remain agile to real-world events.

“It was a really impactful project.” report the team. “We’ve been able to come up with actionable insights that have already been included in the brand comms strategy.”

And Colart are still early in their transformative journey. Having set in place a system for understanding how their brands perform against competitors, the next step is to expand their horizons into wider topics of interest amongst the art world. Being able to map and analyze trends as they develop enables the team to not only drive marketing success, but also act as a source of creative insights within the wider business.



The role of insights is make sure strategy is driven by data across all touchpoints.



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