



Pyramid Analytics Amplifies Reach by 42% with Oktopost

While Pyramid Analytics wanted to tap into the power of social advocacy, they struggled to encourage and measure employee participation. Oktopost made it possible for them to set up and expand their advocacy program and effectively report on its success:

15x
Increase in Employee Advocate Participation

27%
of Engagement is through Advocacy

500%
Increase in the Number of Social Impressions



PYRAMID
ANALYTICS

About Pyramid Analytics

Headquartered in the Netherlands, Pyramid Analytics provides its customers with a Business Intelligence and Analytics platform to revolutionize the way users access, visualize, and present their data.

Challenges

Pyramid Analytics believed in the potential of employee advocacy for amplifying their content's reach on social media. However, they lacked the proper tools to facilitate a program and track employee contribution.

Prior to implementing Oktopost, their marketing managers would email recommended content to employees, hoping they would copy and paste to their personal social profiles. This slow and inefficient process limited both employee participation and engagement.

Solutions

Using Oktopost, Pyramid Analytics was able to establish an effective employee advocacy program. They initially got a small pilot group of users from their digital and social teams to test the advocacy platform before expanding it across to sales, leadership, and marketing.

With 31% of employees currently participating in the program, the company is benefiting immensely from Oktopost's built-in advocacy solution:

Easy-to-use Platform

Oktopost streamlines the way managers provide advocates with the right social media content, creating a systematic way in which employees can easily share content and engage in the program. As a result, advocates are amplifying the company's reach and increasing brand awareness, while positioning themselves as thought-leaders.

Advocacy Leaderboard

Pyramid Analytics makes the leaderboard in Oktopost available to all advocates so they can see how they stack up against their colleagues. By identifying top performers based on the number of clicks they garner, the company can incentivize employees and further boost participation.

Social Analytics

Using Oktopost's analytics, Pyramid Analytics is able to effectively measure the success of their advocacy program on a number of levels, including shares, clicks, and conversions. They can then compare these results to the rest of their social marketing activities.

Results

Oktopost brings all of Pyramid Analytics' social media marketing activities into one place, allowing them to leverage an employee advocacy strategy.

Employees are gaining thought-leadership from participating in the advocacy program and are therefore driven to share content on a consistent basis. Their combined efforts have helped to amplify Pyramid Analytics' audience reach, increasing the number of social impressions by 500%. In fact, within their monthly analytics review, the marketing team saw that 27% of engagement can be attributed to employee advocates.

Are YOU evaluating a social media marketing platform?

Contact us for a live demo
info@oktopost.com
+1 (646) 559-6157

Integration Partners

