

Research & Analytics

Gathering Data, Unlocking the Insights, Shaping Success



The expression is well-known: Facts are stubborn things. But it's that stubbornness to being true that makes them crucial when telling your story – whether by establishing authentic communications or uncovering the insight that sparks a powerful idea.

Facts help transform audience behavior and reach business goals. They help organizations establish new strategies or learn how to innovate and develop their own products and services. So FleishmanHillard's research and analytics team provides below-the-surface insights on which audiences, channels and content matter most. We have access to the many tools necessary to mine big data. But the tools and numbers alone are not enough for companies to truly achieve business success. Our specialists understand this, working with organizations to tailor their research and use the tools to best unlock the insights that produce measurable results.

WHAT WE DO

- *Comprehensive media listening and monitoring*
- *Cross-channel, multiplatform impact measurement*
- *Social content optimization*
- *Social audience personae building*
- *Influencer identification and tracking*
- *Brand and message testing*
- *Customer experience mapping*
- *Qualitative and quantitative research*
- *Consumer communities*
- *Web analytics*
- *Gap analysis*
- *Syndicated data research*
- *Strategic insights and thought-leadership research*

OUR APPROACH

Our approach to research and analytics is rooted in our belief that we provide complete, integrated and breakthrough solutions to our clients' communications and business issues. Therefore, we take a holistic approach to tie our research objectives to business objectives, craft the most compelling and comprehensive study design, and develop the most relevant analytical approach to uncover insights to drive solutions. Our research and analytics specialists are supported by FleishmanHillard's global practice and sector teams, who provide deep expertise across the communications industry. Complementing these teams, we offer pinpoint analysis of what's working and what's not - and tie communications to key performance indicators.

As part of our holistic research and analytics offerings, our expertise covers the areas of social media analytics, brand positioning, message diagnostics, customer experience mapping, market trends analysis, persona development and integrated media measurement. So regardless of where an organization's needs are or its stage of brand development, we provide the full spectrum of research and analytics services.

OUR PRODUCTS

- TrueMessageResponse
- Social Content Optimizer

