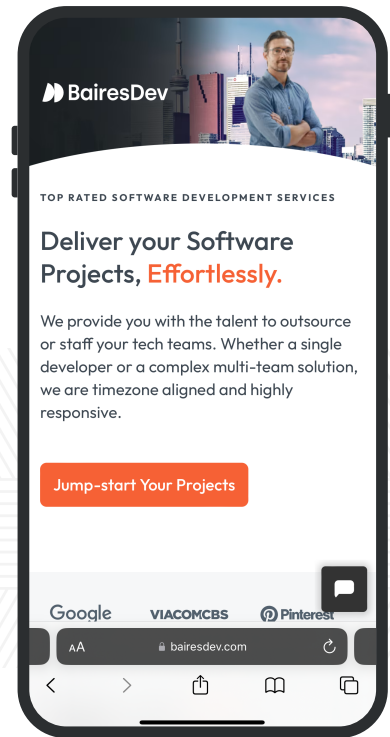


# Guiding PR strategy with in-depth media monitoring

How Agility helped BairesDev execute a PR strategy with data-driven insights into the media landscape



Founded in 2009, BairesDev is an award-winning software outsourcing company serving over 500 clients, including Google, Adobe, and Rolls Royce. The company connects the top 1% of Latin American talent with US businesses, operating entirely remotely with 4,000 engineers in 50 countries. With over 1,200 completed projects across 100 industries, BairesDev is a leader in time zone-aligned tech expertise.

## The Challenge: BairesDev Required In-Depth Media Monitoring.

As a rapidly growing company, BairesDev was working on its new PR strategy and required a reliable partner to help build its brand authority in the US market.

They sought an intuitive monitoring solution that would help them analyze industry conversations and simultaneously measure BairesDev's public perception. The right tool would empower them with profound visibility into the media landscape, industry trends, and competitor performance – providing valuable intelligence to drive informed decision-making.

The evolving business requirements necessitated partnering with a vendor with the flexibility and intuitiveness suited to a growing organization.

**“As a fast-growing company, we wanted to introduce the brand and its leaders in the US market to build the brand's reputation with credible endorsements.”**

*– Andrea Modarelli, Head of PR at BairesDev*

BairesDev researched reputed peer-review websites like [G2](#) and checked TrustPilot to find a cost-effective, efficient, and reliable tool. In July 2023, they contacted Agility PR Solutions.

“

It's really easy to use and adaptable. We have different people on our team with varying needs, and we all easily understood how to use it—from activating alerts to setting up diverse monitoring parameters.

”

## The Solution: Agility's Renowned Media Monitoring Platform

As a data-driven company, BairesDev wanted to monitor the industry landscape closely to analyze trends and discussions where they could add value. Agility offered a comprehensive monitoring package that included the following:

### Monitoring Topics

Comprehensive monitoring, including coverage mentions, industry topics, relevant keywords, etc. Additionally, selected coverage is archived into dedicated folders for later use.

A comprehensive overview of the current landscape helped form the foundation of BairesDev's strategy while assisting them in discovering valuable opportunities in the PR space.

### Coverage Alert

Real-time alerts notify BairesDev of mentions based on sentiment and key-terms, ensuring timely action in case of reputational issues or crises.

### Reporting

BairesDev quickly adapted to the platform, generating monthly and quarterly reports to assess its PR efforts and monitor competitor and industry benchmarks for key stakeholders.

### Newsletter

Daily newsletter that sends automated mails to internal stakeholders summarizing industry news and BairesDev mentions.



“It enables us to monitor industry-related topics in Tier 1 media, track how the company is perceived, accurately record BairesDev mentions in the US and LATAM, and assess content with varying sentiments, facilitating timely action in case of a reputational issue or crisis.”

## **The Result: Increased Visibility To Drive Informed Media Strategy**

Agility's media monitoring solution was the missing piece in the BairesDev PR puzzle, helping them track coverage and monitor the media landscape thoroughly. The user-friendly monitoring platform allowed them to identify critical metrics, gauge media efforts, and proactively manage brand reputation.

## **Enhanced Reporting Capabilities**

Agility's reporting resources allowed BairesDev to generate precise monthly reports, illustrating critical information such as competitive positioning and upcoming strategy. Integrated reporting features optimized cross-organizational reporting, extracting and formatting key data and insights relevant to different users, stakeholders, and departments.

**“Agility provided an optimal balance of service, features, scope flexibility, scalability, and cost, enabling us to enhance our capabilities and functionality.”**

### **Identifying Key Audiences**

BairesDev wanted to assess the current environment before rolling out their new PR plan. Agility's media monitoring platform helped them to identify key target audiences, ensuring their strategy gets off to a flying start.

### **Intuitive Analytics**

Agility's user-friendly platform features advanced customization that helped BairesDev identify and include vital KPIs for reporting, such as each publication's domain rating and audience sentiment across different media platforms. Real-time insights also helped highlight areas of improvement where BairesDev required more effort.

### **Conduct Regular Performance Evaluation**

Agility's media monitoring platform enabled BairesDev to conduct ongoing performance analysis, mitigate potential crises, and explore new opportunities. They can now compare key metrics, such as share of voice to help gauge the success of their media efforts.

### **Key Takeaway**

By delivering real-time coverage alerts, detailed reporting, and intuitive analytics, Agility empowered BairesDev to thoroughly track the media landscape, monitor their public perception, and help identify key target audiences. This enabled BairesDev to refine its strategies, proactively manage brand reputation, and make data-driven decisions, ultimately ensuring its PR efforts were both effective and efficient.

Agility's platform stood out for its user-friendliness and flexibility, catering to the various needs of BairesDev's team. Right from onboarding, Agility offered round-the-clock support and adequate training to BairesDev team members to ensure they leverage maximum productivity from Agility's platform.

The ease of use allowed team members to quickly adapt to the system, facilitating seamless setup and activation of various monitoring parameters.

Overall, Agility PR Solutions provided the perfect balance of service, features, and scalability, making it an indispensable tool for BairesDev's continued growth and success in the competitive US market.

[WWW.AGILITYPR.COM](http://WWW.AGILITYPR.COM)

Agility PR Solutions, INNODATA INC.'s (NASDAQ: INOD) AI-powered industry platform for public relations and media analysis, streamlines media monitoring, outreach, and media intelligence in one intuitive platform for public relations professionals. Global organizations rely on Agility to help them achieve ambitious business goals using an outcome-based approach. Software backed by deep expertise offers high-performance results and PR insights for brands with advanced requirements in a shifting media landscape. Providing innovative technology, outstanding data quality, and high-caliber support, Agility enables success for today's communicators.