

# audiense:

An audience connection  
success story



**Company Profile:**  
[www.weforum.org](http://www.weforum.org)

**Client Sector:**  
Non-profit

**Audiense Usage:**  
Audience insights

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The Audiense platform gives us a clear idea of who our content is connecting with, and identifies the influencers who are engaging with it. We noticed a clear feedback loop between journalists identified in Audiense receiving our DMs, and covering our reports.

**Henry Taylor**

**Social Media Producer**  
**World Economic Forum**

## How the World Economic Forum uses Audiense to get the globe talking

Throughout its 45 year history, the World Economic Forum has been bringing business, political and social leaders together to discuss and solve the issues that matter to the world. It is one of the leading NGOs on social media, with over 2.8 million followers on Twitter alone.



### The World Economic Forum exists to improve the world...

...and, as a result, it needs to know what the world wants improving. With prominent leaders in every field voicing their opinion on matters every day, it's vital for the WEF to find who is leading the discussion and which subjects are resonating with people. Enriching its strategy with this knowledge ensures its communications and research are aligned with what matters to people.

The WEF also hosts numerous events every year, including its main one in Davos. It needed to know how their events were being received, how to ensure journalists delivered informed coverage of its events, and to get a qualitative analysis on how it was performing compared to similar organisations.

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### Challenge

understand an audience of over three million followers, and many more in specific fields. Increase the effectiveness of journalist outreach efforts for major reports and events.

### Solution

in-depth analysis of key segmented users involved in relevant subjects. DMs capabilities to communicate with a highly targeted audience of journalists identified in Audiense.

### Results

key research and editorial topics discovered. Journalist outreach lead to major World Economic Forum reports covered in BBC, Bloomberg, and CNN

### The world needed connecting

Using the Audiense platform's filtering functionality, WEF identified influential profiles in key fields and built segmented lists. It then analysed these lists to see about which issues these influencers cared, which in turn gave direction to its editorial output and strategic focus. Once content was published, the WEF analysed - using the Audiense platform - those who were engaging with it, to ensure it was reaching the right people. Lists built within the platform were also used to point journalists to influential attendees at its events.

WEF also employed the Audiense platform to identify leading journalists from key news organisations in specific areas. The platform's ability to send DM messages at scale was implemented into its communication strategy, and increased its presence in the coverage of major global news outlets.



### What Audiense delivered

- Leading topics for content and research identified
- DMs succeeded in connecting with journalists when email had failed
- DMs lead to coverage in BBC, Bloomberg, CNN, and many other major news outlets.
- Account monitoring highlighted strategic successes in messaging

### Key Audiense uses

- In-depth audience analysis of any segmented group
- Advance list-building tools, which can be exported for strategic insights
- Ability to send DMs to a highly targeted audience to receive quick responses from influential, busy individuals
- Benchmarking of performance and audience against other organisations

The Audiense platform powers three vital functions that help brands and agencies grow their businesses: building audiences using sophisticated combinations of attributes and sources, acquiring deep insight into those audiences, and connecting with audiences at a granular level to deliver relevant and effective communications. Audiense is a certified Twitter Partner and an IBM Watson Ecosystem partner, and works with over 4,000 of the world's largest brands and agencies including Universal Music, Havas Helia and Comic Relief.

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