

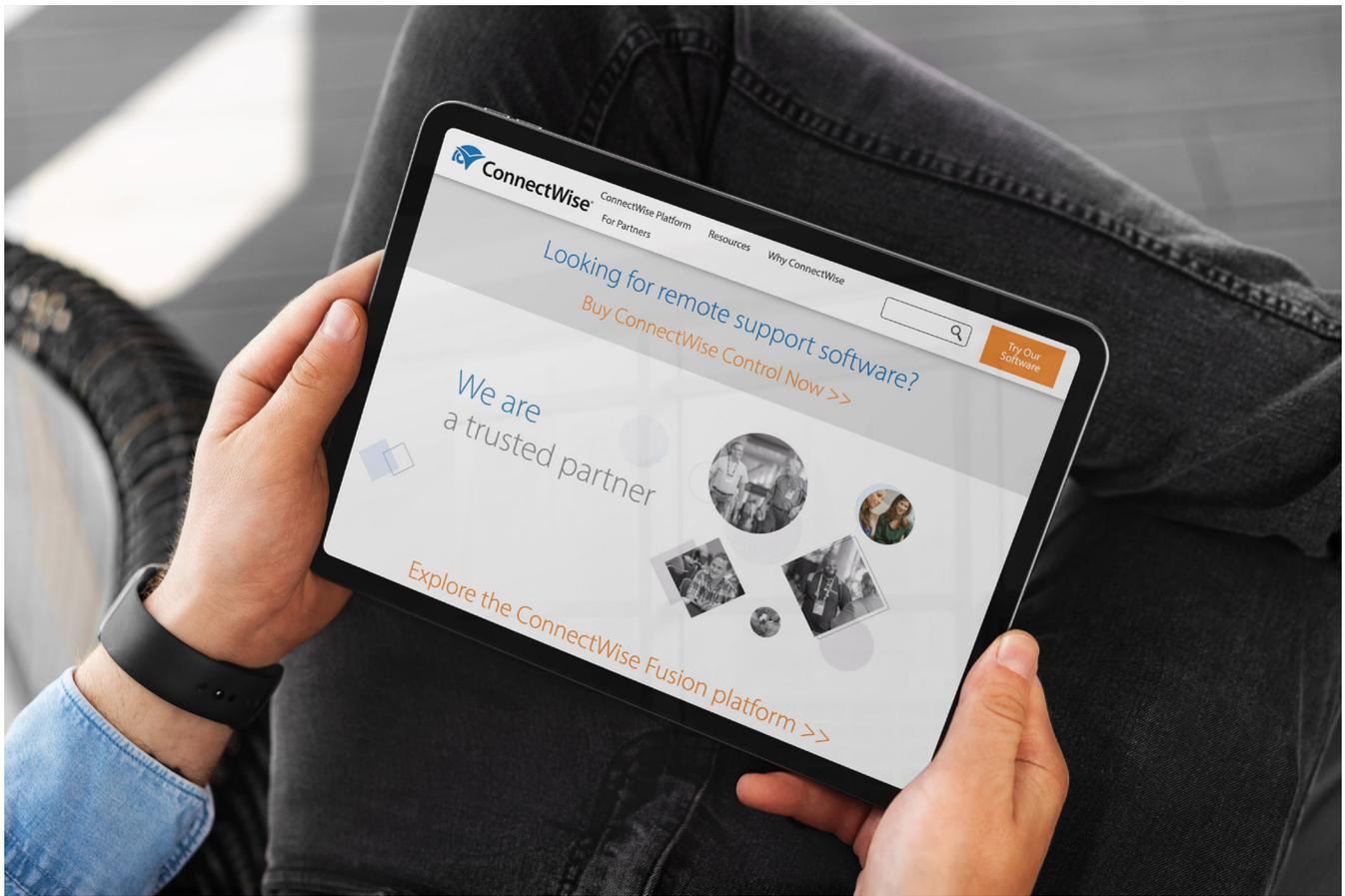


USING DATA TO SHOWCASE RESULTS

**How Onclusive supported ConnectWise in the
development of their PR program**

Customer Success Story





About

ConnectWise is an IT software company that empowers Technology Solution Providers to achieve success in their As-a-Service business with intelligent software, expert services, an immersive IT community, and a vast ecosystem of integrations. The unmatched flexibility of the ConnectWise platform fuels profitable, long-term growth for our Partners. With an innovative, integrated, and security-centric platform, ConnectWise enables TSPs to drive business efficiency with business automation, IT documentation, and data management capabilities. And increase revenue using remote monitoring, security, and backup disaster recovery technologies. For more information, visit [ConnectWise](#).



Challenges

As the communications team at ConnectWise grew from an independent consultant to in-house staff with an agency partner on three continents, they wanted to see the difference in the volume and quality of their media coverage, and the results against their goals. With a highly expanded geographic footprint with different priorities and objectives, the team gained a seat at the table in business decisions and wanted to learn how to use data to further strengthen the understanding of the value of the communications function.

After conducting research, the ConnectWise team knew that the Onclusive media analytics platform was the tool that they wanted as they were looking to track all media coverage of their brand successfully, and to have a resource to look up contact information for authors based on trends of what they had recently written about. The key capabilities that they were looking for were:

- **Comprehensive global media monitoring**
- **Media contact database**
- **Advanced keyword filtering**
- **Industry topic tracking**
- **PR campaign segmentation**
- **Target media list building**
- **The ability to tag coverage for each key initiative**
- **PR Attribution™**



Solution

Initially, ConnectWise leveraged Onclusive's media analytics platform for enterprises for media monitoring of coverage of their brand and of their competitors. Over their first three years working with Onclusive, they saw all of the benefits that the platform could give them, and expanded from solely coverage tracking to eventually using the Author Intelligence™ media contact database for research into the topics that the media were writing about. Using the advanced keyword search capabilities, the ConnectWise team could simply open the platform with the objective to find authors that were writing about specific topics, and search and see results to prioritize who to pitch.

As they saw the power of using data to show their value to executives based on their understanding of the function, the ConnectWise communications team began using Onclusive to also help to build their PR strategies.

- **Comprehensive Earned Media Coverage:** all global earned media brand mentions
- **Earned Media Brand Sentiment:** tone of coverage mentioning the brand
- **Share of Voice:** quantity of coverage vs. competitors
- **Power of Voice™:** quality of coverage vs. competitors

They shared reports about the outcomes of their work with their board and executive team, and often with the entire company during town halls. By sharing this information, the team at ConnectWise had more internal discussions about the value of the PR function, and expanded partnerships with other departments to reach business goals.

ELIZABETH BASSLER

Director, Media Communications at ConnectWise

Being able to know which metrics were the most impactful for my leadership team grew their understanding of the benefit of our work, and with increased exposure, the full company saw the value of PR and became more engaged. The use of Onclusive data has strengthened our collaboration.



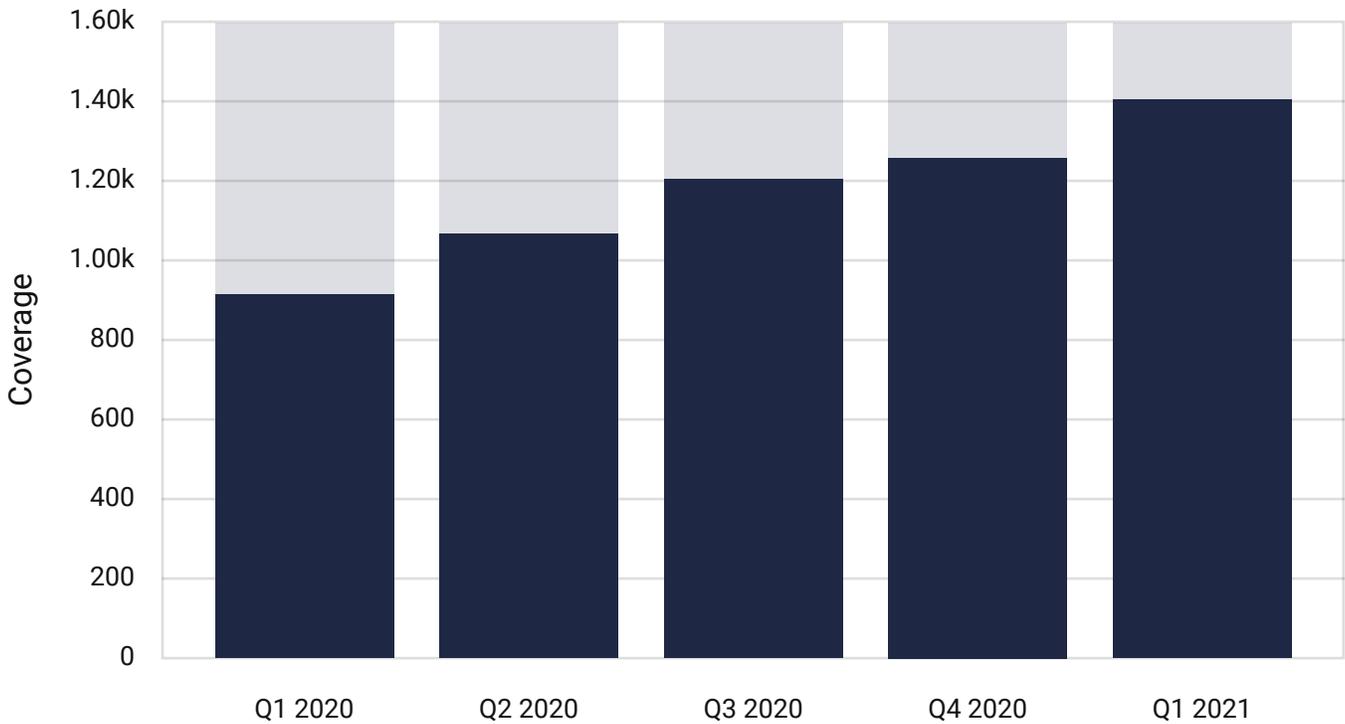
Results

From January 1, 2020 and through the first quarter of 2021, key results included:

- **Comprehensive Earned Media Coverage:** 55% increase
- **Earned Media Brand Sentiment:** up to 52% of market positive sentiment
- **Earned Media Share of Voice:** up to 52%
- **Owned Media Share of Voice:** up to 48%
- **Owned Media Power of Voice™:** up to 75%

Comprehensive Earned Media Coverage

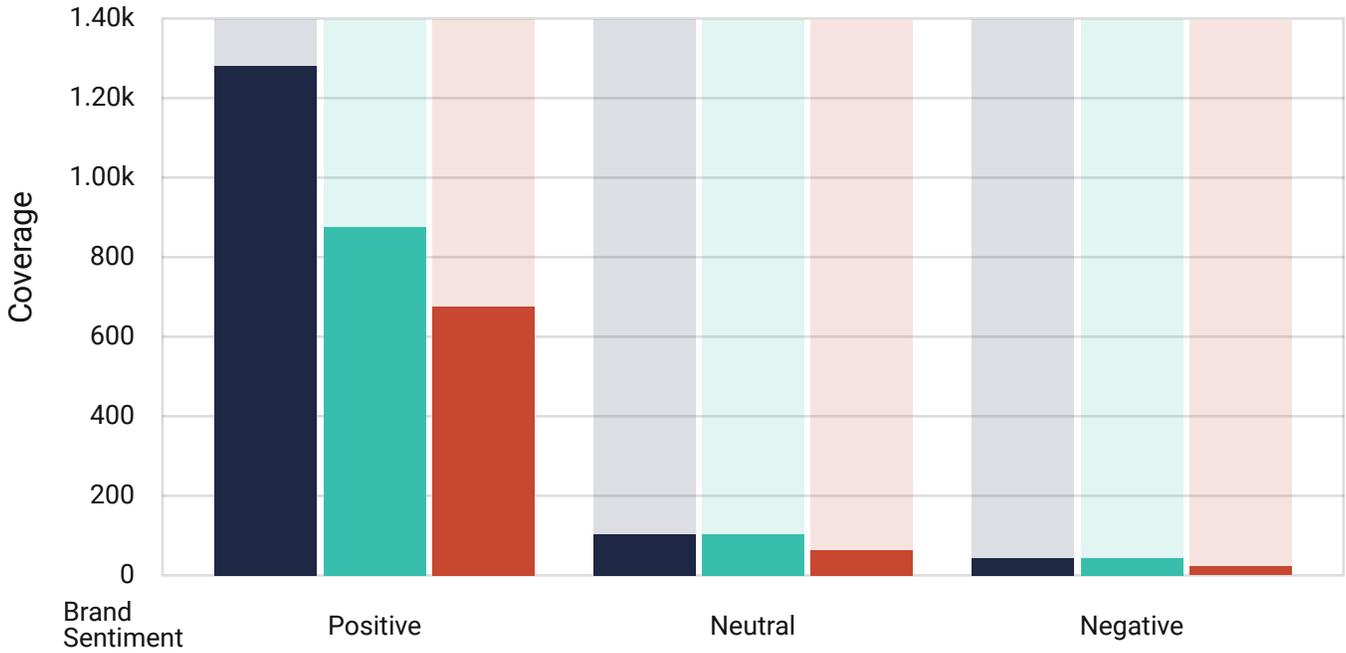
■ Earned



ConnectWise Comprehensive Earned Media Coverage

Earned Media Brand Sentiment

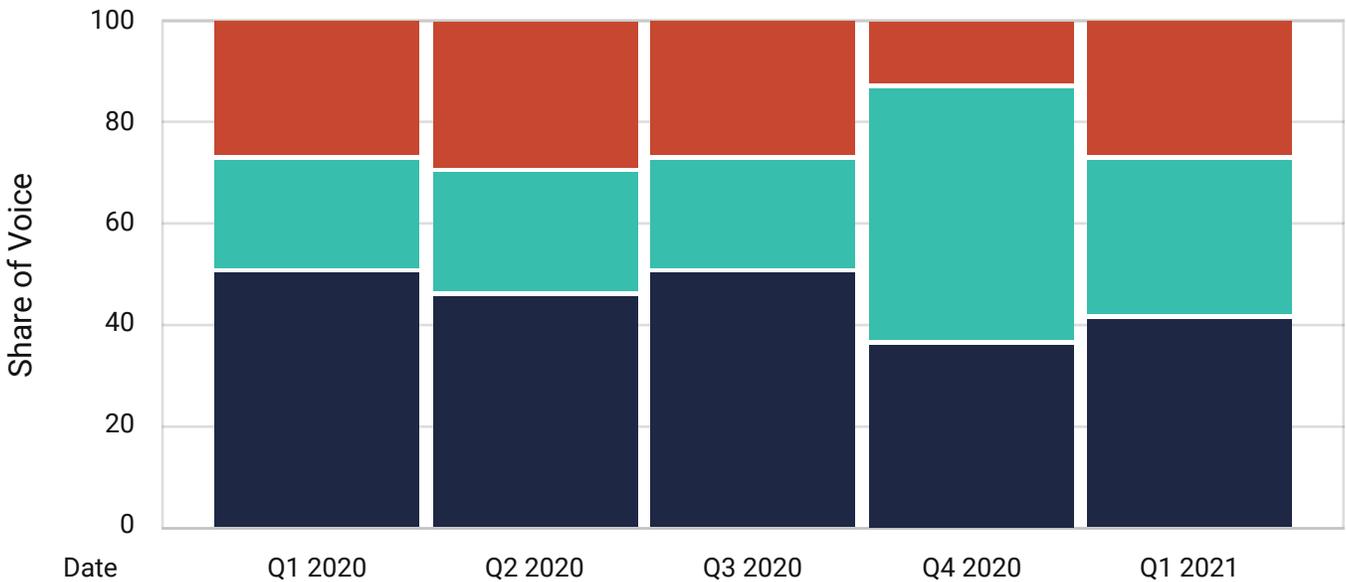
ConnectWise Datto Kaseya



ConnectWise Earned Media Brand Sentiment vs. Competitors

Earned Media Share of Voice

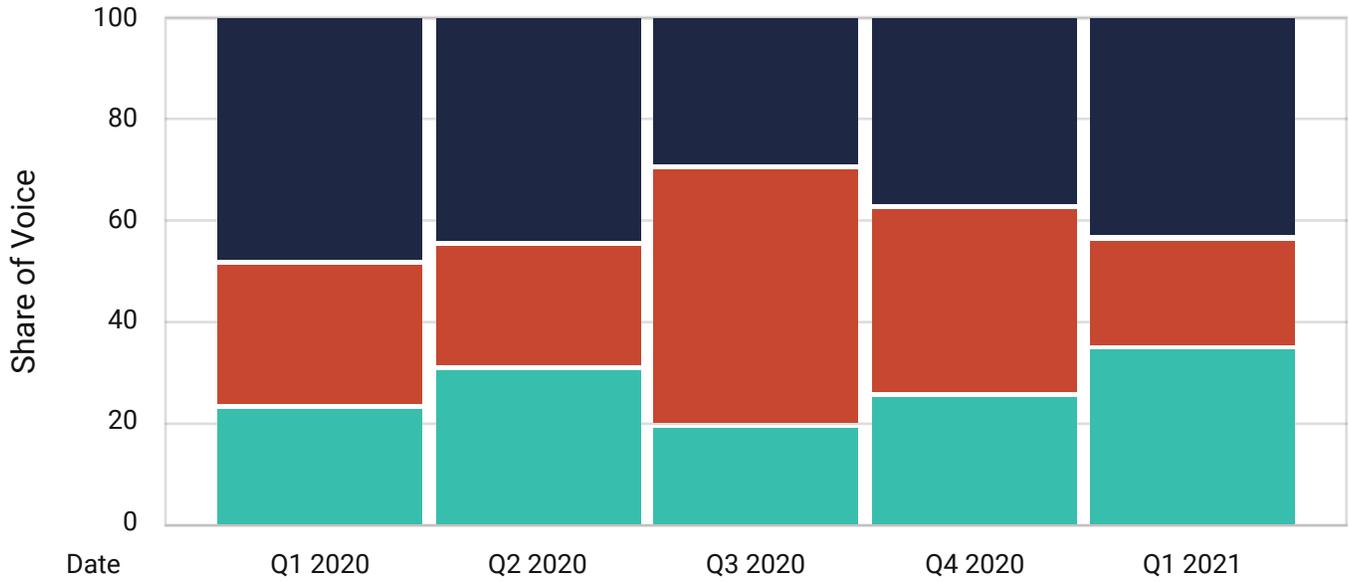
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ConnectWise Earned Media Share of Voice vs. Competitors

Owned Media Share of Voice

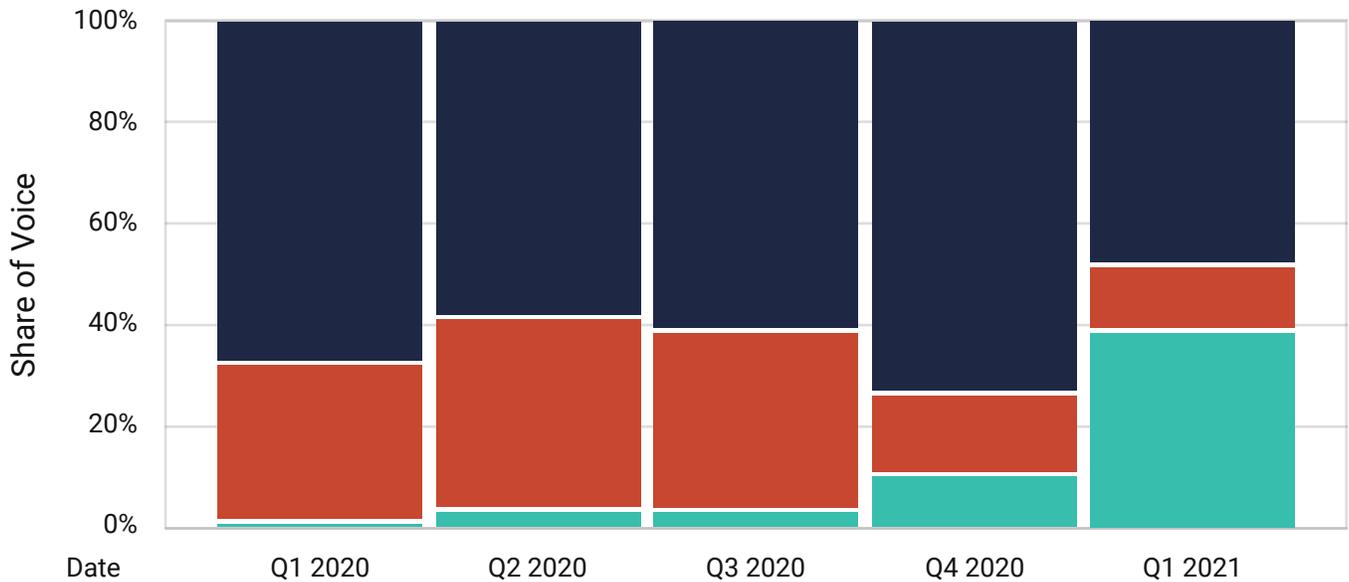
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ConnectWise Earned Media Brand Sentiment vs. Competitors

Owned Media Power of Voice

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ConnectWise Owned Media Power of Voice™



Key Takeaways

By using the Onclusive media analytics platform, the ConnectWise communications team has been able to show the strategy behind their work. Greater visibility with data from Onclusive resulted in true executive buy-in: their CEO explained how impactful the PR function is to their business in company wide meetings. Having this data also allowed them to grow their budget with metrics that are helpful and informative for their board, executives, spokespeople and cross-departmental colleagues. This has led to more collaboration in educating the communications team about company initiatives. With increased budget, they were able to expand into new markets and industry conversation topics supported by historical data to track their progress.

In 2021, the communications team at ConnectWise is partnering with Onclusive to measure their business impact further with PR Attribution™ to see the website traffic and website actions driven by readers of their online media coverage and brand content, and to track their messaging optimization using NEO™ Messaging data in spokesperson media trainings, as well as in their earned media and owned media storytelling strategies.

Onclusive

Onclusive empowers communications teams with media monitoring and PR analytics software and services. The inventors of **PR Attribution™** and **Power of Voice™**, Onclusive's product suite is built upon a proprietary global newscrawler which analyzes millions of earned, owned and newswire content pieces daily in over 100 languages.

Leading global brands and agencies including Airbnb, 23andMe, H&R Block, Experian, Monster, Edmunds, Sophos, Omnicom Public Relations Group and MSLGROUP partner with Onclusive to improve their communications. For more information, visit onclusive.com, email info@onclusive.com and follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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