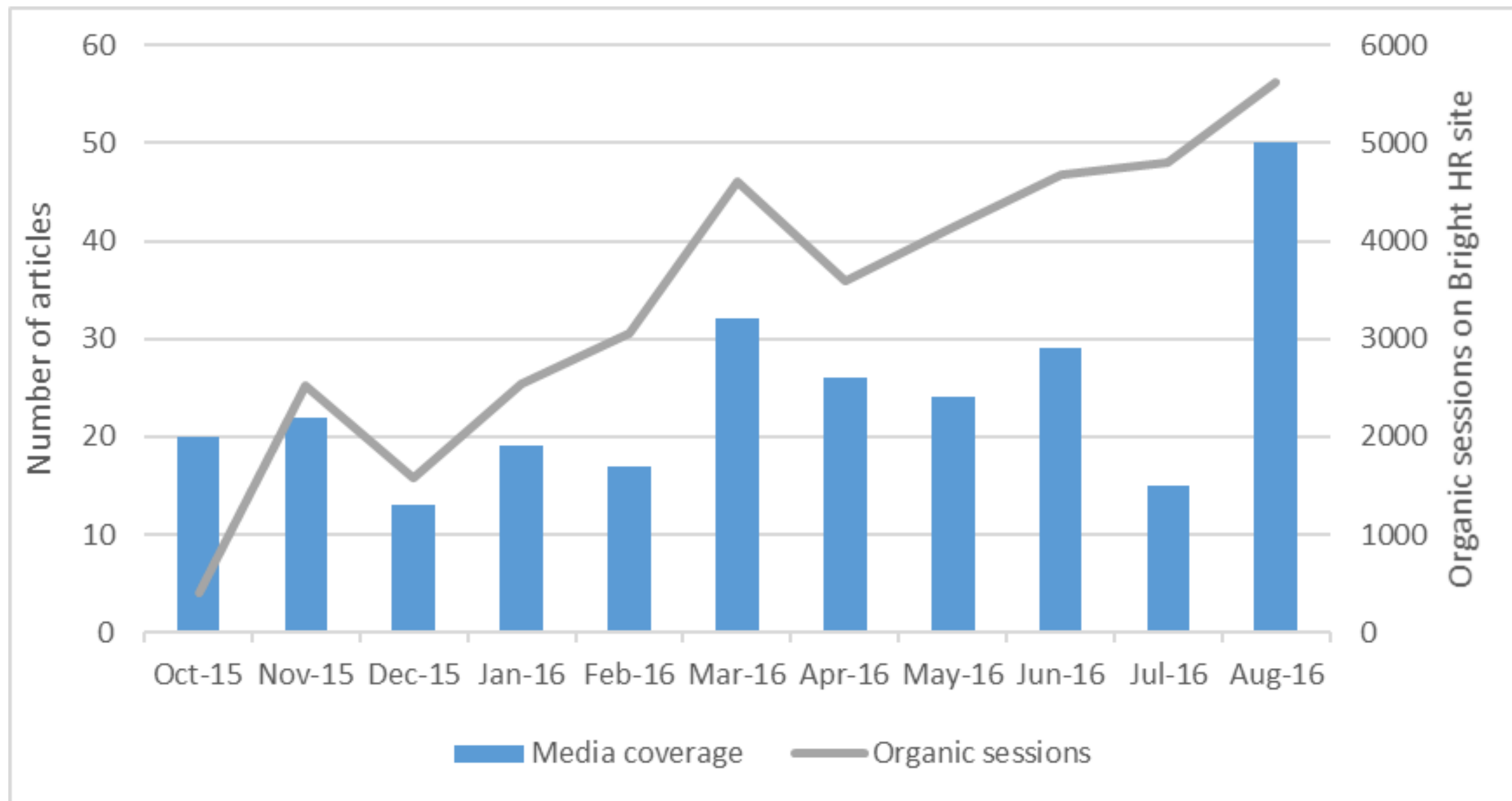


Rising volume of media coverage and organic sessions over time. Spikes in media linked to spikes in hits to the website

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Spikes in media linked to spikes in hits to the website

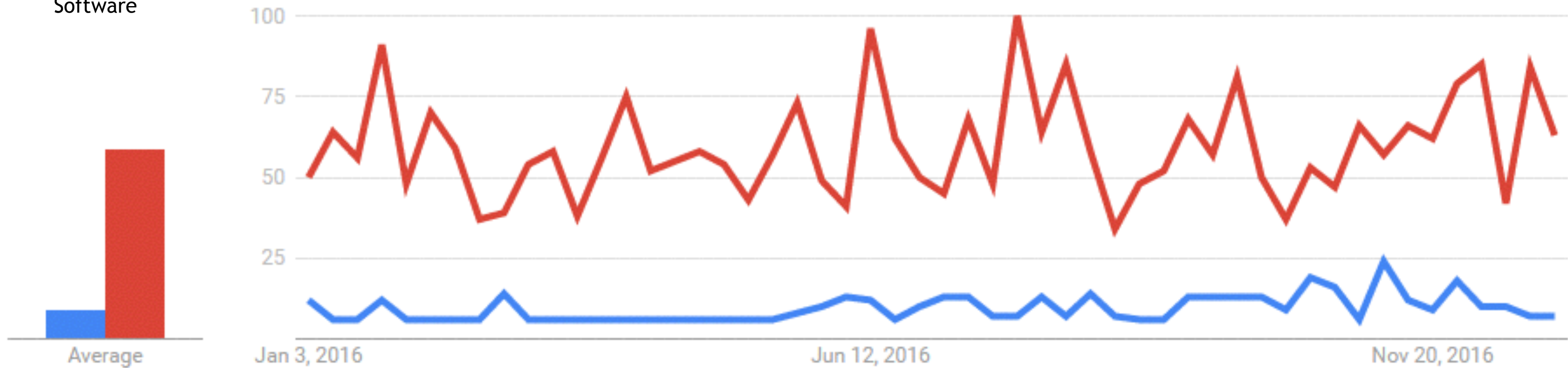
Chart demonstrates clearly to our client that there was a correlation between the rising level of media coverage (output) and rising levels of hits to the site (outcome)



Using Google Trends data (search) as a proxy for brand awareness, it was evident that brand awareness was low for BrightHR

Interest over time ?

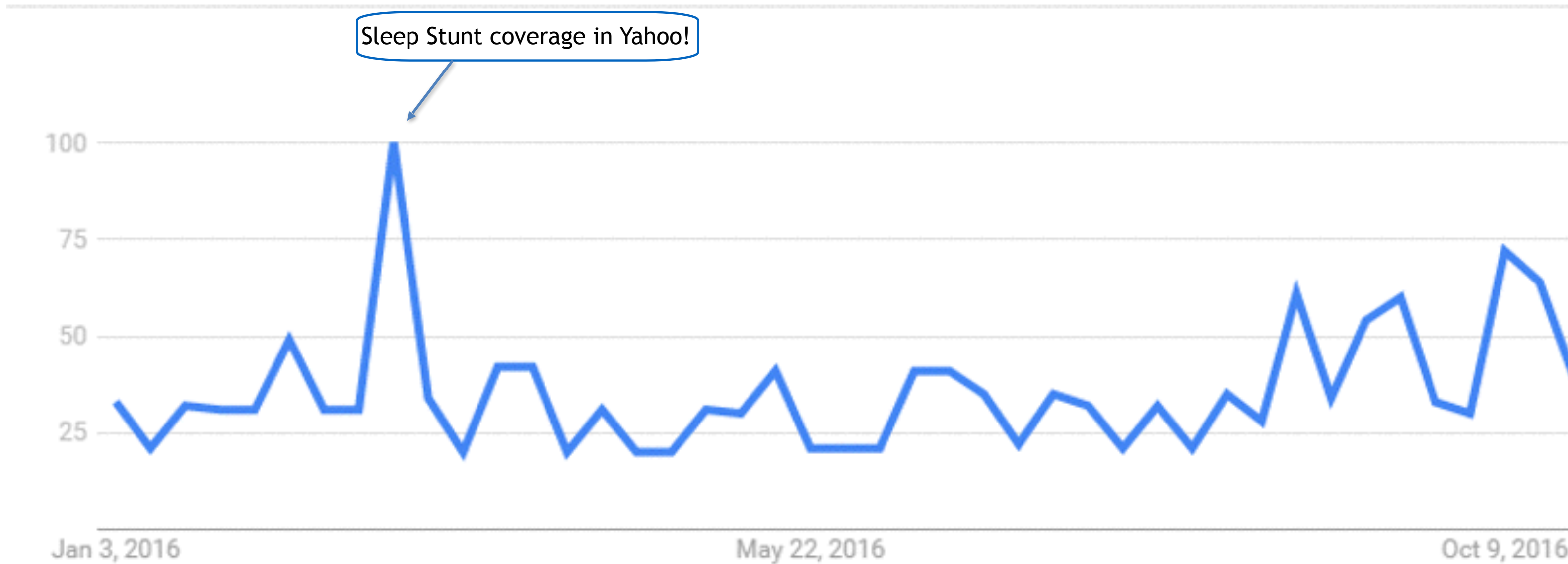
Google search for BrightHR
Google search for HR Software



Google Trends, showing search for BrightHR over time - analysis revealed that the highest level of search for BrightHR happened around the same time as a Yahoo! item about the sleep stunt was published

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Interest over time ?



'Sleeping on the Job': Nap Room Stunt

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