InsightEdge Measurement Platform

Overview & Case Studies

CHALLENGE

Clients needed a consistent, clear way to connect integrated marketing efforts to measurable business outcomes. Existing reporting methods lacked the flexibility to capture impact across diverse campaigns — especially when aligning earned, owned, and paid results with pipeline contribution.

SOLUTION

I led the development of **InsightEdge™**, a proprietary toolkit built to unify campaign measurement and provide visibility into what drives meaningful outcomes.

- **Modular Framework:** Built to support integrated reporting across digital, PR, and social channels

- **Data-Informed Strategy:** Delivered repeatable insights to guide campaign optimization and stakeholder alignment

- **Cross-Team Adoption:** Used across 10+ enterprise clients in manufacturing, sustainability, and public affairs sectors

RESULTS

- A Fortune 500 sustainability client launched a global campaign across EMEA and LATAM. Using InsightEdge™, we were able to track content visibility, regional engagement benchmarks, and direct pipeline lift from specific tactics — turning a historically top-funnel strategy into a measurable revenue contributor.

- $970K in attributable revenue impact identified using InsightEdge reporting

- 11% lift in customer engagement through optimized GTM alignment

- Expanded adoption across 3 additional business units due to internal demand

- Improved stakeholder buy-in through visual, storytelling-style reporting dashboards

G&S ILEARN AGENDA™: TESTING MARKETING IMPACT WITH PRECISION

The G&S iLearn Agenda zeroes in on critical questions, forging direct paths to key testing opportunities and clarifying results. It's your roadmap to optimizing each of our campaign's strategies.

Key Features:

- **Targeted Metrics:** Identifies precise metrics to answer essential questions, ensuring every marcomms effort is aligned with measurable goals.

- **Outcome-Focused:** Delivers clear, insightful recap reports that highlight the real impact and effectiveness of your strategies.

- **Data-Driven Decisions:** Empowers informed decision-making and continuous improvement, optimizing your marcomms approach for superior results

GOAL(s)	Generate growth in awareness			...der in materials innovation fo...
WHAT DO WE WANT TO LEARN	Do earned media efforts (including events/event coverage) around Dow MobilityScience™ initiatives have a positive impact on conversation and search volume growth?	Which asset types are generating the strongest engagement on social media?	How effective at driving social media engagement are internal MS ambassadors vs. the MS LinkedIn Page Itself?	What content bucke... most with our ke...
HYPOTHESIS	Earned media will have a positive impact on conversation growth and is a cost-effective source of brand promotion.	Video, links to a landing page, infographics, personalized content, and guides are example asset types that generate strong engagement on social media.	Internal ambassadors are crucial for attracting interest towards a company's values. A complement of leveraging ambassadors & smart, engaging content on our own LK will be crucial but posts that ambassdors promote will have higher engagement.	Thought leadership, ... and company update... buckets that resona... audiences. Thought l... related to events al... engagem...
IMPERATIVES	Netbase should be utilized to analyze current earned media surrounding MobilityScience™ and the engagement on those mentions. SEMRush can be used as well. Will also need to identify priority keywords for tracking.	G&S Creative can be utilized to create new asset types for future campaigns.	Two or more campaigns should be organized that feature the use of internal ambassadors, separately, for posting content vs. just posting via the Showcase page.	Campaigns on Linke... should be enacted w... varying content buc... completion of these ... and engagement w...
KEY METRICS	• Net Conversation Volume Change • Share of Voice (need competitive set) • Search Volume Change	• Total engagements (likes, comments, shares) • Engagement Rate	• Total engagements (likes, comments, shares) • Engagement Rate • Click through Rate (when applicable)	• Total engage... comment... • Engagem... • Click throu... applic...
MEASUREMENT INTERVAL	Quarterly	Quarterly	Quarterly	Quarte...
TEST AUDIENCE	Earned Audience (across all tiers)	LinkedIn and Twitter Audience	LinkedIn and Twitter Audience	LinkedIn and Twi...

G&S VISIBILITY SCORE UNLOCKS PREVIOUSLY OBSCURED INSIGHTS

Brand mentions, search volume, share of voice, engagement, reach -are leading indicators of brand health and performance, but looking at each of them separately tells an incongruent story. G&S Visibility Score quantifies a brand's presence combining them into a coalescent number that helps you to better track your brand's overall organic awareness.

Sharing trends in the Visibility Score over time highlight the impact of investments in marketing, communications, and PR. Being able to map this cohesive number to specific initiatives quarter-by-quarter. Improving the score shows ROI on those activities.

Using these as a comparative analysis tool when doing competitive assessments is especially useful, adding quantitative analysis to information that can sometimes be solely qualitative.

EXAMPLE VISIBILITY SCORE FRAMEWORK:

# 37.38 Visibility Score Q1-Q2

Weighting — Strong / Weak

- **BRAND MENTIONS (30%): 8.39/100**

- **SEARCH VOLUME (30%): 71.38/100**

- **SHARE OF VOICE (20%): 20/100**

- **AVG. SOCIAL MEDIA ENGAGEMENT RATE (10%): 55.78/100**

- **AVG. SOCIAL MEDIA IMPRESSIONS (10%): 38.69/100**

ILLUMINATING CONTENT EFFICACY WITH G&S IMPACT ANALYSIS

Our impact analysis tracks how different content affects key metrics like engagement and reach. It works by measuring the impact between content types and results.

We leverage machine learning to find statistical relationships that guide more effective content planning based on impact on the web or on key social media. So while you may intuitively know what content has worked for you, this analysis gives you more quantitative, predictive analysis.

By tying content to business impact, it guides more effective budgeting and staffing decisions towards high-performing content. The future of this type of analysis would be tying content types to more diverse types of engagements like website traffic and possibly, conversions.

POSITIVE CORRELATION

NEGATIVE CORRELATION
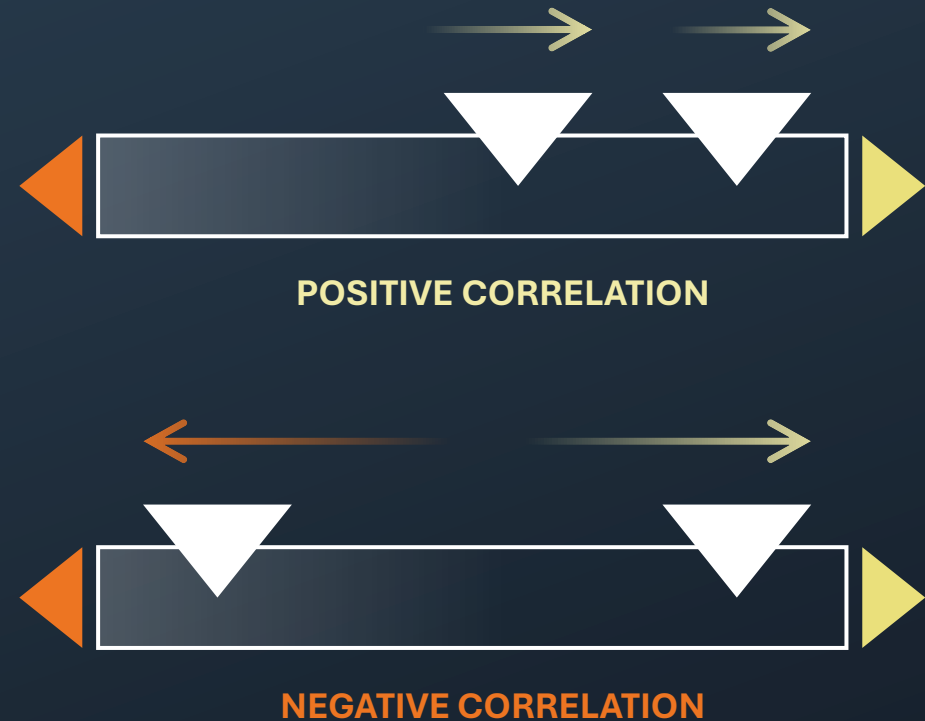
SOCIAL MEDIA ENGAGEMENT IMPACT ANALYSIS

What impact do these social media content bucket have on Wolfspeed social media engagement?

Strong Negative   Neutral   Strong Positive

Industry Outlook and Participation

| Twitter / X 13 posts | LinkedIn 14 posts | | Instagram 5 posts |

Innovation

| Instagram 7 posts | LinkedIn 18 posts | Twitter / X 32 posts |

Jaguar TCS Racing

| Instagram 6 posts | Twitter / X 10 posts | LinkedIn 9 posts |

Partnerships

| LinkedIn 4 posts | Twitter / X 3 posts |