

Case Study – Financial Services

Challenge

A global financial services corporation launched a new investment brand in the Spring of 2009 and needed to understand the competitive environment in real time. Their main goal was to increase and maintain market leadership in a challenging economy permeated with consumer distrust.

Cymfony Solution

Cymfony developed a Maestro listening platform and reporting structure to evaluate consumer sentiment and behaviors related to banking, savings and investment activity to assist the client's design of their social media engagement strategy. Cymfony also developed listening methodologies to compliment other market research measurements.



Results

The financial services client uses the insights gleaned from Cymfony's Maestro platform and reporting structure to guide their digital marketing and social media engagement strategy in this crucial stage of brand infancy. Listening and observational data are used to ensure the rapidly changing consumer mindset is effectively evaluated.