



How Nabrah improved their marketing strategy with automated reports

Nabrah

Nabrah, founded in 2020, is a Saudi marketing and advertising agency. They work with numerous prestigious clients in the region, helping them improve their digital media presence while making sure they are distinctive and stand out in the market.

Nabrah's highly qualified team helps clients establish a tone for their brands, and provide strategic advertising campaign ideas, to help them grow in the best and fastest ways possible.

Background

The team at Nabrah wanted to provide their clients with detailed analysis about their audiences' attitudes towards their brands. They wanted to inform their clients not just about the news and opinions pertaining to their brands, but also about the public sentiment, issues, and different trends affecting the market.

Businesses came to Nabrah to improve their marketing strategies. However, to improve any brand's marketing and advertising techniques, Nabrah needed a tool that could provide detailed reports, with real time information so they could learn about any problems their clients were facing.

Challenge

Nabrah was finding it difficult to generate and provide professional reports for clients, which contained detailed information about their brand's performance in all the social media platforms. They couldn't find any software or company which could help them monitor conversations about their clients, in both English and Arabic languages on social media.

They were worried about missing out on important conversations regarding which as a result hindered their ability to campaign effectively for their clients.

Solution

To deal with the challenge Nabrah approached Lucidya. Lucidya used its comprehensive social listening product to understand what Nabrah's clients' audiences were saying about their brands, products and services.

Lucidya did sentiment analysis for Nabrah's clients and tracked brand mentions to help Nabrah formulate detailed reports for their clients for effective marketing strategies.

Sentiment analysis allowed Nabrah to:

- Help their brands improve customer service
- Help their clients understand their target audience
- Help discover market trends for their clients

Brand mention tracking helped Nabrah to:

- Receive notifications in real time whenever any of its clients were mentioned
- Get alerts for tweets with keywords related to their clients
- Filter out unrelated or false brand mentions to avoid spending resources on unnecessary ads

Reports were generated by Lucidya for Nabrah's clients which included different pieces of information including

- Total mentions of the company
- Number of positive mentions
- Number of negative mentions
- Graph of positive mentions with fluctuations over time
- Social media sentiment score
- Competitor benchmarking

The reports were automated and could be downloaded as a powerpoint, pdf or other customized formats.

Result

Through Lucidya, Nabrah was able to grow their business by leaps and bounds through:

- Generating more than 300 automated reports for their clients
- Illustrating to clients that their marketing strategies were working
- Monitoring reputation management risks for clients

LUCIDYA

Lucidya is a Customer Experience Management platform that helps manage, track and analyze customer information on different channels in both English and Arabic. It's AI-powered social media listening feature empowers companies by providing in-depth, never-before-seen customer insights.

Our world-class AI engine doesn't only understand Arabic, it also understands the local dialects and slang such as Najdi, Hijazi, Khaliji, Egyptian, Levantine and many others. It also detects gender, country/city, spam, account types, type of posts and other valuable insights

With Lucidya, your brand can build profitable products, boost customer satisfaction, execute successful campaigns, and generate a revenue bigger than ever all thanks to our CX suite of products.