

# Metrico Wireless

## Maximizing PR Coverage by Capitalizing on Industry Trends

*How Calysto exponentially expanded a company's visibility and secured coverage in more than 300 print and online publications in just 24 hours by capitalizing on existing news buzz.*



*CALYSTO*

# CASE STUDY

## Metrico Wireless: Capitalizing on Industry Trends

### ***Situation:***

- Calysto's client, Metrico Wireless, has a service called the Smartphone Mobile Experience (M.E.) evaluation program, where it conducts comparison testing of all commercial smartphones and sells that data through a subscription-based service. The program's PR budget is limited, so to keep costs low, Calysto had traditionally focused its PR efforts on a top tier group of wireless trade publications.

# CASE STUDY

## Metrico Wireless: Capitalizing on Industry Trends

### ***Situation:***

- In early 2011, Metrico wanted to expand visibility of the program and its brand – but it needed a cost-effective way to get its name covered in more mainstream business, enterprise and technology publications.
- Calysto knew that to get the most bang for Metrico's PR buck, it needed a good news hook. Calysto had years of experience capitalizing on hot wireless news trends for its clients, so it already had its eye on the buzz surrounding Verizon Wireless' pending launch of the Apple iPhone...

# CASE STUDY

## Metrico Wireless: Capitalizing on Industry Trends

### ***Situation:***

- For years, Calysto had been monitoring the controversy that sprung from AT&T Wireless' exclusive contract with Apple to sell the iPhone. Apple iPhone devotees had been anxiously awaiting the availability of the iPhone from Verizon Wireless because they thought the performance of the iPhone would be superior on the Verizon network versus the AT&T network.
- After the release of the Verizon iPhone, Calysto knew that news media around the world would be asking the question: Does the Verizon iPhone really perform better than the AT&T iPhone? And thanks to its M.E. program, Metrico could actually answer that question...

# CASE STUDY

## Metrico Wireless: Capitalizing on Industry Trends

### ***Situation:***

- With Calysto's guidance, Metrico released a special report comparing the performance of the iPhone on the AT&T Wireless network versus the Verizon Wireless network.
- The goal: to use the report data to cost-effectively increase visibility for Metrico by tapping into the already huge news buzz surrounding the release of the Verizon iPhone.

# CASE STUDY

## **Metrico Wireless: Capitalizing on Industry Trends**

### ***Objectives:***

- **Build visibility and credibility** for Metrico and its Smartphone M.E. program by publicizing key highlights from a Special Insights Report on the performance of the Verizon versus the AT&T iPhone, entitled “iPhone vs. iPhone, Illuminating the Debate with Data.” The Special Insights Report was billed as part of Metrico’s M.E. program.
- **Leverage the existing news buzz to attract the attention of mainstream business and consumer media** to expand Metrico’s name recognition, to firmly establish the company as the leader in mobile device performance evaluation and to sell more M.E. subscriptions.

# CASE STUDY

## Metrico Wireless: Capitalizing on Industry Trends

### *Strategies/Tactics:*

- **Brief Early and Go Broad.** Calysto devised a launch plan that encompassed a wide range of business, technology and consumer media. Calysto offered the information under embargo to a select group of targeted business, enterprise and technology publications – including the Associated Press, CIO.com and *Computerworld* – prior to the announcement's official release.

## Metrico Wireless: Capitalizing on Industry Trends

### *Strategies/Tactics:*

- **Leverage the Existing News Buzz.** Calysto worked closely with Metrico to ensure the news angle of the release capitalized on the news buzz surrounding the iPhone to maximize its impact. While the client wanted to focus more on its product in the first sections of the release, Calysto stressed that the most important question to focus on in the headline and lead was... “How does the performance of the iPhone on the two networks compare?” Calysto worked with Metrico to include specific performance data in the release that would answer this question.

# CASE STUDY

## Metrico Wireless: Capitalizing on Industry Trends

### *Strategies/Tactics:*

- **Make it Easy on the Media.** To help maximize coverage, Calysto wrote the release much like a news article – one that not only focused on the iPhone to capitalize on the buzz but also outlined newsworthy conclusions about the data instead of just listing relatively dry performance metrics. This was designed to catch the attention of media and also to give them well-thought-out news angles that they could use in their own stories.

## Metrico Wireless: Capitalizing on Industry Trends

### *Strategies/Tactics:*

- **Get the Timing Right.** Metrico originally wanted to make the iPhone announcement during the week of Mobile World Congress, one of the largest communications industry trade shows. At this show, large industry players typically make important strategic announcements, and most media covering the mobile beat focus only on show news and largely ignore other announcements made during the week the show is held. Thanks to Calysto's in-depth knowledge of communications industry trade shows, Calysto knew Metrico's announcement would get lost in the "noise" surrounding Mobile World Congress. So Calysto counseled Metrico NOT to release the announcement that week.

However, Calysto stressed the need to get the news out soon after the Verizon iPhone was commercially available to fully leverage the buzz surrounding its release. The result: Calysto released the news just a few weeks after Mobile World Congress ended – just as the general public was starting to buy iPhones from Verizon Wireless in bulk.

# CASE STUDY

## Metrico Wireless: Capitalizing on Industry Trends

### Results:

- **The announcement generated more than 300 hits on the day it was made**, with coverage in leading online and print publications reaching a combined total of more than 510 million subscribers and/or unique monthly site visitors.
- **Calysto's pre-briefing strategy played a key role in increasing the volume of coverage**, as many leading mainstream publications and websites picked up an AP story that was published on the day the announcement was made. This key article was a direct result of Calysto's strategy of prebriefing the AP reporter prior to the announcement's official release. In fact, to ensure that the AP story ran on the morning that the announcement was made, Calysto lifted the embargo just hours before the release was distributed on the wire. For those who were prebriefed, the embargo lifted at 12 am on Monday, March 7, and the press release crossed the wire that same day at 9 am.

# CASE STUDY

## Metrico Wireless: Capitalizing on Industry Trends

### Results:

- Coverage of Metrico's iPhone performance conclusions ran in a long list of print and online publications, including:

- The Associated Press
- ABC News
- CBS News
- CNBC
- Bloomberg Businessweek
- MSNBC.com
- USA Today
- Seattle Times
- The Washington Times
- Yahoo! News
- CIO
- Computerworld
- Network World
- Connected Planet
- FierceWireless
- GigaOm
- Light Reading
- PC Magazine
- Wireless Week
- Wired
- Gizmodo
- NewsDay
- Atlanta Journal Constitution
- Kansas City Star
- Las Vegas Sun
- Miami Herald
- The Sacramento Bee
- Salon.com
- Seeking Alpha
- The Sydney Morning Herald
- iPhone World
- International Business Times
- CED
- BNET
- Boston Globe
- Broadcast Newsroom
- CNET News
- Daily Herald
- Daily Bulletin.com
- Dallas Morning News
- MarketWatch
- Multichannel News
- San Jose Mercury News
- AOL Daily Finance

# CASE STUDY

## Metrico Wireless: Capitalizing on Industry Trends

### Results:

- **The coverage drove significant traffic to the Metrico website.** As an example, just 16 hours after the Metrico press release was posted, a story on Wired.com had already directly originated more than 368 page views on the Metrico website – and stories on DSLReports.com, PCMag.com and Gizmodo had originated more than 80 page views each.
- **More than 30 tweets and retweets** discussing Metrico and its data on iPhone performance were sent in the days following the announcement.
- Within 24 hours after the announcement was released, Metrico had already received around **10 promising new business leads from Tier 1 customers** directly resulting from the publicity surrounding the report.
- **Total cost of campaign: Just \$6,500.**

# CASE STUDY

## Metrico Wireless: Capitalizing on Industry Trends

### Sampling of Coverage:

