Case Studies: **Publishing**

PEARSON

Pearson Pearson Streamlines Social Media Listening and Monitoring With Tracx

Pearson is the world's leading learning company, providing educational materials and services and business information through the Financial Times Group. Pearson serves learners of all ages around the globe, employing 41,000 people in more than 70 countries. Social media plays a business critical role across all of Pearson's major businesses: PreK-12, Higher Education, Professional and Assessment, as well as from a corporate perspective.
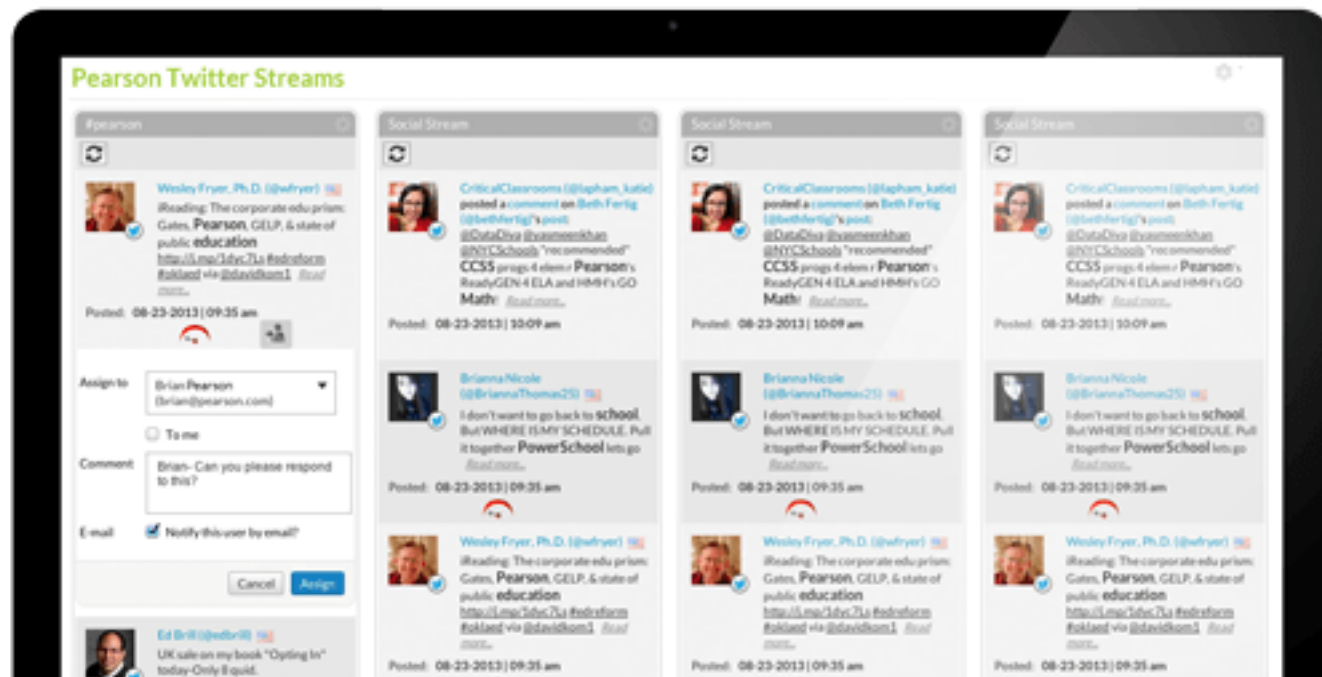
Problem

With organizationally and **globally distributed teams**, Pearson employees were using **dozens of different social media tools** and services. Their primary tool, Radian6, was difficult to use, limited in terms of how many topics they were able to track and very expensive. Providing meaningful measurement across Pearson was challenging and an incredibly manual and time-consuming process. **Pearson was seeking a social listening and analytics platform that could be utilized across all its business units and able to scale to support its global businesses**.

Solution

After doing a thorough review of social media listening and analytics tools, Pearson chose Tracx for three primary reasons.

1. Usability:

which refers not only to the clean intuitive user interface of the Tracx platform but also to the ease of getting data and reports needed.

2. Customer Service:

with a dedicated client services team on tap to not only get the Pearson team up and running but available to help however needed on an ongoing basis.

3. Value:

since Tracx does not charge additional fees based on the number of user profiles or owned media accounts, both are included and unlimited with Tracx. Pearson uses Tracx daily for social listening and monitoring across all its lines of business.

Today, Pearson uses Tracx to arm nearly 40 employees to do their own social research and reporting and continues to add additional users and geographies every month.

Results

Tracx enabled Pearson to **increase organizational efficiencies** and **cut costs** by reducing the number of social tools being used throughout the organization. Tracx has assisted with governance issues including enterprise workflows to ensure appropriate teams are communicated with, as well as approval chains and processes are followed. In addition, Tracx has empowered a wider number of people within the Pearson organization to self-serve social listening, analytics and reporting reducing the pressure on the online marketing group to be the sole provider of this knowledge and reporting.

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