

Application Case Studies

Discover how organizations are using social business intelligence data and the related value and benefits

What is Batavia Research?

The Batavia Research solution is comprised of technologies and processes that automate the discovery, extraction, and transformation of internet data and in turn, delivers a comprehensive profile of a companies complete digital finger print. The data is then made available via job API, object API, and an interfaced application. [Learn more.](#)

Social Business Intelligence Data

Batavia Research profiles companies' digital footprint by identifying the channels used by a company such as social networks, blogs, media sites, feeds and industry sites. Once detected, channel characteristics are extracted such as posts text, engagement, rollup metrics and performance indexes. [Learn more](#) about the data.

applications

how are companies using the data?

The case studies in this data sheet examine six (6) "application narratives" that highlight the most common ways organizations use Batavia Research's social business intelligence data. The case studies provide concrete and detailed examples of how the following application narratives solve problems and create value.



data enrichment

Enrich an existing collection of data with social business intelligence. This includes data environments such as CRM platforms , company information providers and database marketing repositories.



targeted marketing

Speak directly to your audience with increased relevance and intelligence. Targeted marketing and database marketing are data-hungry activates that Batavia Research supports.



measuring performance

Use social business intelligence data to audit the performance of a company's online marketing activity. This diagnostic application of data helps companies and brands understand effectiveness and ultimately ROI.



new functionality

Leverage Batavia Research's data to build new tools and expand the functionality of an existing solution. Automated marketing and business intelligence solutions can shorten time-to-market.



analysis & research

Discover surprises in the data by accessing raw data from Batavia Research. Academic institutions, consultancies, and analyst firms need fresh reliable data for syndicated reports and client engagements.



competitive analysis

Use Batavia Research's data to create transparent "apples-to-apples" comparisons across companies, competitors, industries and more. Learn what works (and doesn't) through competitive analysis.

The case studies look at how companies are applying Batavia Research’s data. Each case study considers the unique business environment and challenges faced by the organization as well as the application narrative used to overcome these challenges. The companies represent a range of business models including data providers, solution vendors, nonprofit associations, agencies, and academia.

Cadence9 data enrichment

Cadence9 is a automated marketing platform that uses Batavia Research’s Salesforce integration to enrich CRM data. This has helped them profile their target audience and improve lead conversion.

Content Marketing Retreat targeted marketing

The CM Retreat is a “state-of-the-industry” event uses social business intelligence data to build personalized landing pages for prospective attendees. Each page has a content marketing SWAT analysis report with a call-to-action that has increases event participation and attendance.

International Franchise Association (IFA) measure performance

The IFA is seeking to grow association membership with content marketing audits for franchisors that are supported by Batavia Research. This helps franchisors identify their brand’s activity across unsupervised marketing channels.

c9 360 new functionality

c9 360 is a content marketing analysis service and uses Batavia Research data to support it’s content marketing index. This has helped c9 360 shorten the time-to-market of new functionality.

FusionSpark Media competitive analysis

FusionSpark Media is a creative content marketing agency that has improved client engagement by expanding its services with Batavia Research’s data. This has helped clients understand what works (and doesn’t).

Chapman University analysis & research

Chapman University’s business forecasts and economic reports have wide syndication and authority in California. The University is incorporating Batavia Research’s data to improve analysis, report coverage and business relevance.

benefits

drive adoption of existing offering

Leverage Batavia Research’s social business intelligence data to create a competitive advantage that can drive the adoption of your offering through more clients, users, or members.

extend the value of your data

Diverse collections of data are more valuable than isolated and disparate collections. Enriching data with social business intelligence creates a new value-adding dimension.

shorten time-to-market

Have an idea, but don’t have the data. Batavia Research helps shorten your time-to-market through data that’s designed to support third party applications and functionality.