

Media Monitoring in Financial Services

A Global Asset Management Company

Social media monitoring

Competitor/
partner updates

Industry updates

Graphics and design services

CLIENT CHALLENGES

- » The client wanted to keep abreast of all mentions of the company and its founder on news media platforms, blogs, and social networks.
- » Client also wanted to acquire me

OUR APPROACH

- Various news and social media platforms were thoroughly monitored on a daily basis, to present significant updates to the client on key areas:
- » Firm-wide media coverage, tracking latest news articles and posts about the company, current/ former employees, company events etc.
 - » Media coverage on the founder, monitoring sources including articles, blogs, and tweets on the founder's personal interest, charity initiatives, among others
 - » Latest updates including comparative hedge fund strategies, important management decisions, and litigation issues on key competitors.

IMPACT DELIVERED

- » Provided a comprehensive coverage across the firm, founder, competitors, and industry with the most relevant news and posts at the start of the business day, which enabled the management to stay on top of coverage that matters
- » Presented the client with a comprehensive picture of influential activities undertaken by its peers and within the overall hedge fund industry, which enhanced the client's own strategic decision making capabilities
- » Enabled the client to assess its overall position in the media, and thereby take timely actions to improve their online visibility and reputation

About Acuity Knowledge Partners

Acuity Knowledge Partners, formerly part of Moody's Corporation, is a leading provider of bespoke research, analytics, staffing and technology solutions to the financial services sector.

Headquartered in London, Acuity Knowledge Partners has nearly two decades of transformation experience in servicing over 300 clients with a specialist workforce of over 2,500 analysts and delivery experts across its global delivery network.

We provide our clients with unique assistance not only to innovate, implement transformation programmes and increase operational efficiency, but also to manage costs and improve their top lines.

These services are supported by our proprietary suite of Business Excellence and Automation Tools (BEAT) that offer domain-specific contextual technology.

Acuity Knowledge Partners is assisted by Equistone Partners Europe, a leading private equity organisation that backs specialist growth businesses and management teams.