



KCOM

Mediahawk

Providing rich, real-time
call analysis to drive
marketing performance.

mediahawk

Analysing call data to drive marketing performance

Solution – Myriad, inbound call management

When Mediahawk first pioneered the use of call tracking technology, to help customers measure their marketing ROI, they needed a partner who could work with them to bring their vision to life. KCOM, along with its Myriad platform, was deemed the perfect fit to support their go-to-market proposition due to its easy integration into their data engine and its ability to extract real-time data.

KCOM and Mediahawk continue to work in seamless partnership and, with 1,500 customers and calls flowing through their marketing analytics platform growing by 30% year on year, it's a relationship that's definitely working.

“KCOM’s Myriad platform is intrinsically integrated into our own systems and is a vital component of the service we provide. Our customers expect immediate, real-time data to measure the performance of their marketing campaigns and with Myriad we can provide not only the raw data but rich reporting and analysis functionality too. On top of that the service and responsiveness of the KCOM team means that we always feel supported and can get on to do what we do best, providing a top notch service to our customers.”

Michael Morrell, CEO at Mediahawk

The benefits of the solution are:

- > Seamless API integration into their existing systems and processes
- > Rich data analytics, dashboards and reporting functionality
- > Real-time data extraction enabling quick customer response to trends
- > Customer-responsive development to ensure the solution continues to deliver to their needs
- > Ability to manage both UK and International numbers

“The telephone is a key response mechanism in financial services marketing which makes it important to use call tracking to understand the effectiveness of our campaigns. We’ve been using Mediahawk for over 10 years. Their reporting and insight is vital to help us monitor and manage the success of our marketing. Mediahawk allows us to focus our marketing spend more effectively by understanding what media generates a response. Furthermore, the detailed reporting allows us to understand how we’re performing operationally with the response we generate.”

Marketing Manager, F&C Asset Management (end customer)

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