

The Power of Data-Driven Marketing



Lauren Harper

Senior Manager of B2B Content & Social Marketing



As one of the world's largest internet radio and music streaming platforms, Pandora is an in-demand destination for would-be advertisers looking to get their message to a massive audience of the apps users. Pandora relies on a B2B content and social team to ensure potential advertisers know about advertising offerings, but also to arm current advertisers with insights about the Pandora community so they can be more effective with their efforts.

Imagine being able to reach 78 million people each month. Pandora does just that – observing more than 1 billion data points every day. Pandora for Brands, the advertising arm of the music powerhouse, adopted the Sysomos platform to build awareness of the company's ability target more than 1,300 audience segments – from the “fitness-driven moms in Atlanta to mobile Gen Z in Sioux Falls.”

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- Lauren Harper -

Why are social media analytics important to Pandora for Brands?

Pandora for Brands is new for Pandora, so we are trying to generate awareness of who we are and what we do. We're looking at how many times we are being mentioned, what people are saying, or figuring out if they are even talking about us.

How have social media analytics benefited Pandora for Brands?

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How does the Sysomos platform help you achieve results?

Sysomos, on a weekly basis, helps us deliver against KPIs. We're able to determine the sentiment and distinguish Pandora for Brands from Pandora Music, Pandora jewelry or even Disney's Pandora. We're able to determine who is speaking to us and what they really care about. We're able to engage and interact on a whole other level because we're monitoring those conversations so closely with Sysomos.

Where do you see the future of social data for Pandora Music?

Data is going to drive even more of what we're doing. It's already at the heart of what we do but it is so pivotal in order to grow and learn and succeed. Being able not only to see those numbers but to provide context to them will 100 percent drive our social moving forward.



Hear more from Lauren by watching the complete video!

Lauren Harper
Senior Manager of B2B Content and Social Marketing at Pandora Music