KANTAR MEDIA + TURTL

Improving global lead generation

How Kantar generated 6,000 MQL/
sign-ups in four months

Turtl®

THE PROBLEM

Connecting content to MQLs

Shining a light on unknown content metrics and lead tracking across the business

High-quality content, low-quality metrics

Kantar is home to some of the world's leading research, data and insight companies.

In autumn 2018, Kantar's Head of Brand & Communications, Gary Brown, encountered Turtl at a business summit - and realized its potential to solve their mystery metrics problem.

Kantar was creating a wealth of high-quality blog articles and thought-leadership content. The problem was that it was impossible to trace these back to lead generation without content metrics, making it hard to prove marketing ROI. Since they were unable to gain insight into who their readers were, and what they were interested in, it was difficult to move their content strategy forward.

With business-wide, collaborative projects on the horizon, Kantar needed a platform that would deliver on metrics and collaboration - on a large scale.

Turtl

THE SOLUTION

A better way to generate leads

How Kantar found a centralized content platform
for consistent lead generation and tracking
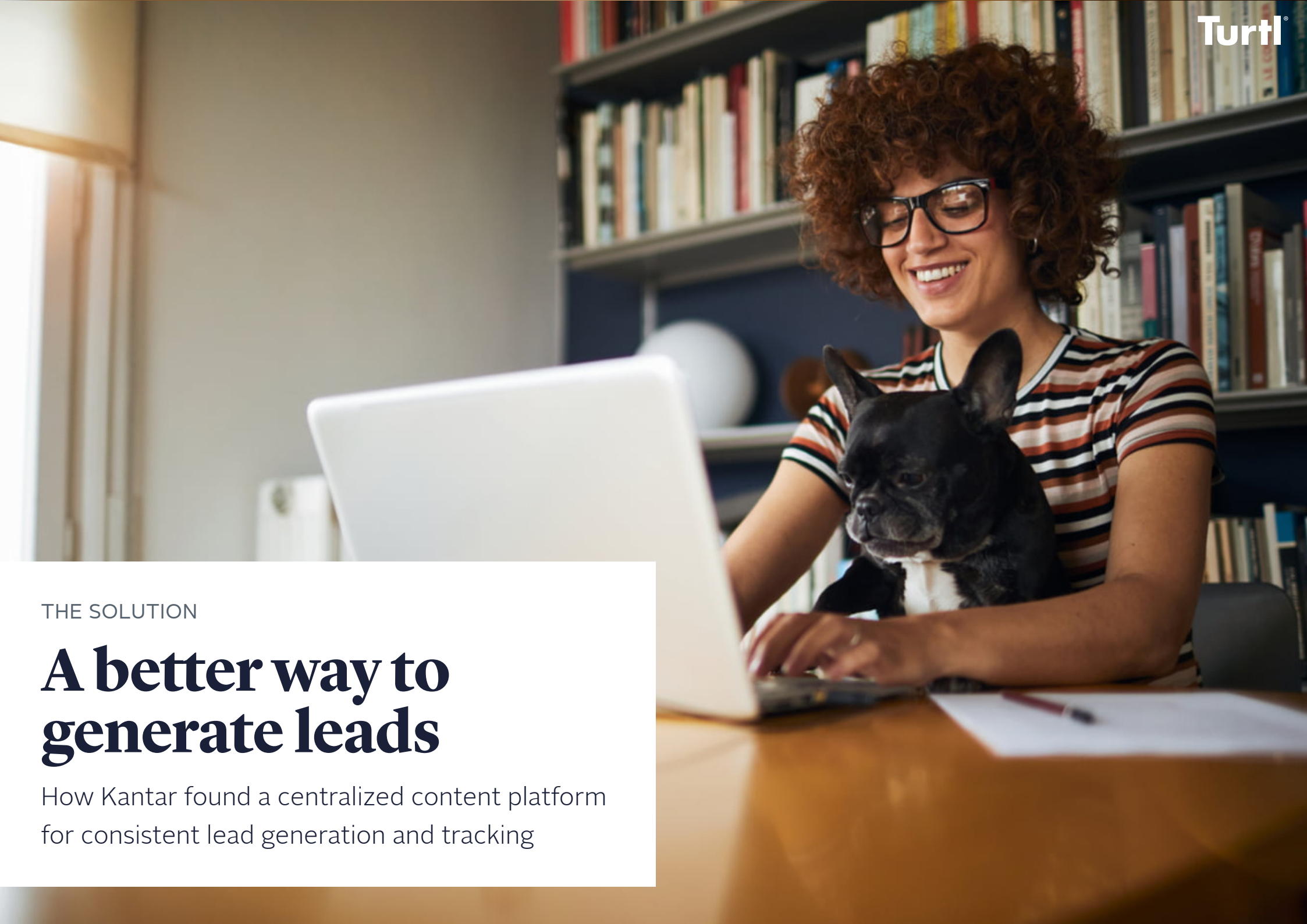
Alignment and consistency

Kantar used Turtl to create, localize, and track the performance of a cross-departmental flagship report across the globe

Breaking silos

In December 2019, Kantar set about a content project using Turtl which spanned not just the media division, but the whole business. *Media Trends & Predictions 202*0 was a guide that demanded a seamless collaboration between departments across the entire company - while these divisions were geographically separated.

Turtl enabled us to track leads in a consistent way via a single tool

Gary Brown, Head of Brand and Communications, Kantar
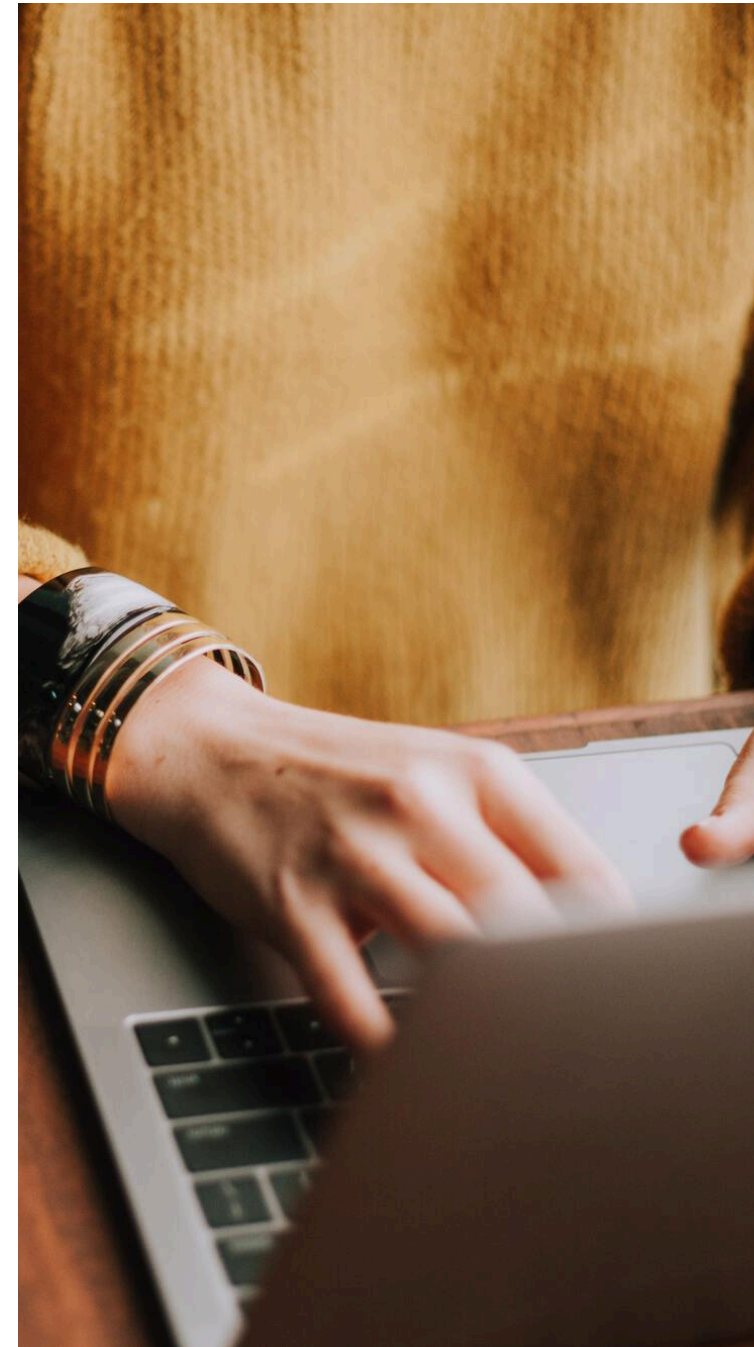
Easy localization

The ease with which you can copy and update documents in Turtl makes it simple for teams to create localized versions of the same doc. *Media Trends & Predictions 2020* was published in multiple languages, and customized for UK and US audiences.

Integrated analytics

Teams were able to integrate their particular versions of the docs with their own individual CRM systems. This meant that Kantar was able to aggregate reporting across all of the versions of *Media Trends & Predictions 2020*, giving them a clear picture of their total body of readers and leads.
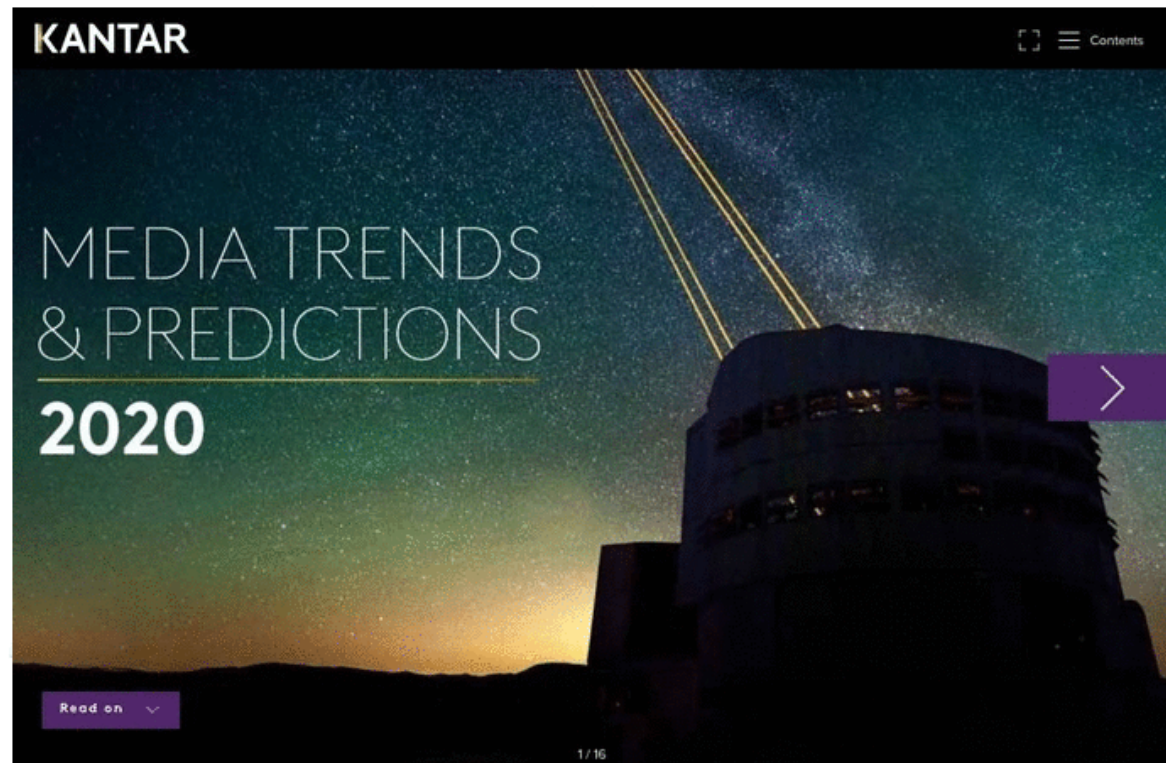
THE RESULTS

6,000 leads in just 4 months

ROI and content strategy insights based on clear performance data

Data to fuel a strategy

Kantar and Turtl have created metrics to be proud of. Their raw data, which includes internal and external metrics, contains an impressive total content read time of **187 days**.

But it doesn't stop there. Kantar aims to use Turtl analytics to steer its future content strategy. By tracking which topics gain the most reader engagement and generates the most leads, the teams can steer their content towards more of what their audience actually wants to read.

> **The more we create content in Turtl, the more we can compare our content to see which had the longest read time and the most engagement.**

Gary Brown, Head of Brand and Communications, Kantar

In four months, Kantar's content created in Turtl saw:

- **6,000** marketing qualified leads/sign-ups

- **43,000** reads from over 31,000 different readers

- **6 minutes** average document read time

- **187 days** total content read time

- **17%** bounce rate

Thanks for
your time