

# Signal Theory unlocks the power of social listening to drive engagement for farm equipment manufacturer

## Signal Theory

### INDUSTRY

Marketing firm

### SPECIALTIES

Leveraging the power of behavioral science and data-driven insights to deliver innovative marketing solutions for a wide range of clients

### CHALLENGES

- Understanding a client's target audience to develop brand messaging that emotionally resonates
- Optimizing customer engagement with the client's brand
- Increasing client's social engagement and video views

### SOLUTIONS

- Infegy Atlas

### RESULTS

- Expanded client agreement to continue with emotional-based initiative and produce a second video.
- Created a video that emotionally resonated with clients and garnered 93 million views
- Achieved a 100% positive sentiment rate for social conversations regarding the video
- One year later, consumers continue talking about the video at a rate of four to five mentions per day



**S**ignal Theory is a marketing agency designed with humans in mind. Its team applies behavioral science and data-driven insights to create human-centered solutions that nudge consumers to action, enhance profitability and create goodwill.

### Using social listening to understand and appeal to target consumers

The Signal Theory team was tasked by its client, John Deere's Agricultural Division, with a challenge of better connecting with current and future consumers. In response, Signal Theory in partnership with Deere developed an initiative focused on visibility of and appreciation for female farmers. A keystone piece of this was a video that they hoped would resonate with customers on an emotional level.

"This emotional approach was different for a farm equipment brand, so it was important as this rolled out to know how customers were responding," said Samantha Scantlebury, Senior Director, Brand Strategy.

Scantlebury and the Infegy team used Infegy Atlas to monitor target audience responses to the video across multiple social media channels. "The results were amazing!" said Scantlebury.

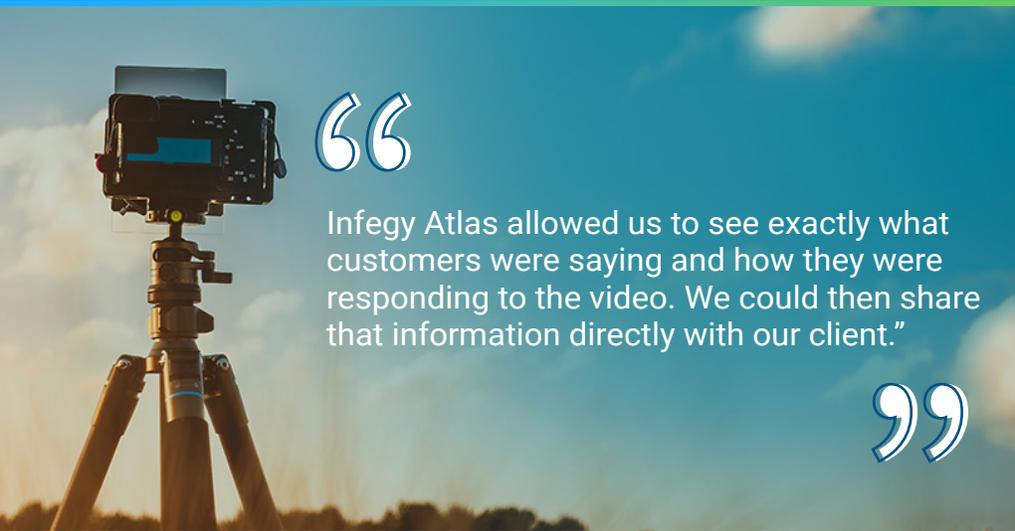


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**Samantha Scantlebury**  
Senior Director, Brand Strategy

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Scantlebury continued, “Our video garnered nearly 93 million views and achieved a 100% positive sentiment rating. A year later, people continue to talk about it at a rate of four to five mentions per day. Customers loved it!”

That positive consumer sentiment carried over to John Deere’s brand, as well as its relationship with Signal Theory. “The client was so pleased with the impact of the video that we are planning to enhance this marketing effort over the next year,” said Scantlebury.

### Unlocking the power of social listening for other clients

Due in part to the success of the John Deere efforts, Scantlebury and the Infegy team made plans to expand the use of Infegy Atlas across all of Signal Theory.

“Given our past success using Infegy Atlas, I strongly believe we should be better leveraging this

social listening platform across all of our clients,” said Scantlebury. “To support our efforts, the Infegy team designed a great training program, including a two-day intensive workshop to get our internal ‘power users’ up to speed and adept at using the tool.”

Since the original training, Scantlebury and the team have incorporated using Infegy Atlas as a best practice in supporting clients. The team continues to expand its knowledge of the platform through regular workshops with the Infegy Client Success team.

According to Scantlebury, “We’re so grateful for the ongoing support of Infegy. Our Infegy account manager provides ongoing support through twice-monthly office hours where our team members can ask questions, troubleshoot and work through specific client challenges. These have been very productive sessions.”

When describing Signal Theory’s experience working with Infegy, Scantlebury said, “We have a really wonderful relationship with Infegy.”

Our account manager goes above and beyond to establish herself as an extension of our team. Even though Infegy has bigger clients than us, everyone there treats us as if we’re their number one priority.”

### Results

Using consumer sentiment and conversation insights allowed Signal Theory to provide in-depth, specific feedback to its client, John Deere. Not only did these insights illustrate the effectiveness of the video initiative, it also allowed Signal Theory to better understand its specific impact in achieving the client’s objectives.

Signal Theory has since been able to embark on incremental work within this initiative with John Deere, including production of a new video.

Thanks to the success of these efforts, the Signal Theory team has made using the insights provided by Infegy Atlas as a best practice when serving all their clients. According to Scantlebury, “Infegy Atlas is a valuable tool, and our goal is to get to a point where we are using it consistently to better serve all clients.”

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