



## CLIENT CASE STUDY

# OPENMARKET

OpenMarket provides global organizations with mobile messaging solutions that improve employee and customer facing operations and communications, yet the company had zero to little press exposure as a division of globally traded Amdocs.

### Goal

Drive executive and company thought leadership in key tech/IT and vertical publications around real world mobile messaging use cases and trends. Share how SMS improves customer engagement, brand loyalty and overall communication between enterprises internally and with their clients. Establish OpenMarket as an expert in the space (without customers or hard metrics).

### Strategy

Make a case for why reporters should still be thinking of how traditional mobile technologies (SMS/texts) are impactful for reaching customers and employees. Identify and educate key media and analysts on OpenMarket use cases and how the company plays into current trends and issues facing the business technology space.

### Results

Armed with strong editorial relationships, BPR delivers a steady cadence of coverage across top tier technology, local and business outlets, as well as analyst firm research reports. Top highlights include: Yearly market research announcements to drive thought leadership, product announcements, exec Q&As and bylined articles, increased exposure to analysts influencing technology purchasing decisions, and proactive outreach that has garnered coverage in top business/IT and tech pubs like CIO, eWEEK, BizReport, Forbes, Mashable and Wired.

### Press Articles



[OpenMarket Launches Global SMS Programming Interface](#)



[SMS IS BEST: YOUR MOBILE PRIORITIES MIGHT BE OVERRATED, UNDERPERFORMING](#)



[8 ways to effectively communicate with clients](#)



[Report: Create Mobile Moments With Messaging](#)