

CLIENT SNAPSHOT

When you have the size and reach of a global agency network like iProspect, you need data partners that can scale and pivot with you. That's exactly why they picked STAT.

With a global team of 2,500 people, iProspect is the secret weapon behind the digital dominance of big brands all over the globe.

This award-winning, full-service network of agencies handles everything in the digital marketing space. And because they work with some of the world's largest and most influential brands, they're expected to stay on top of absolutely everything that's happening in online search.

Ultimately, that fuels a constant need for fresh market analytics of all kinds – lots of it. Nowhere is this more true than with SERP data, and iProspect is one agency network that understands that the SERP is where all SEO begins and ends.

LAST WEEK'S DATA WON'T DO

Over at iProspect Manchester, Jon Hogg is well aware of his SEO team's ongoing need for tons of fresh, accurate SERP metrics.

As group search manager for the agency, he and his crew are wholly responsible for crafting strategies that allow their clients to successfully compete for visibility in organic search. That's why it was particularly painful when Hogg couldn't find a tool capable of keeping up with the agency's demand for high volumes of fresh data.

With their old SERP-tracking tools, it would take up to a week to collect the data required to give clients a comprehensive view of the SERPs.

"Because our clients are all pretty big, there are usually 10,000-plus keywords we'll need to monitor per client on a daily basis to spot any problems," says Hogg.

"Before we started using STAT, it was unthinkable to run 10,000-plus keywords overnight," he says. "There's no point looking at rankings from last week. It means we're not as quick to react as we'd like, and this is obviously not ideal in the search world." >

iProspect.®

INDUSTRY

Digital marketing

EMPLOYEES

2,500

LOCATIONS

65 offices in 49 countries

NEEDS MET BY STAT

Massive-scale SERP data, fresh daily

Deep insight into universal results

Instant, custom alerts to monitor SERP flux

Total flexibility to scale, pivot, and experiment

"There's no point looking at rankings from last week."

Jon Hogg, Group Search Manager, iProspect Manchester

This is especially true when something big happens with search algorithms, when clients are the most anxious to understand the impact on their brands. Asking them to wait a week for those answers is unacceptable.

Now, Hogg's team can import as many new keywords as they need into STAT, and they'll have fresh SERP data ready for their clients the very next day.

But speed isn't everything. The accuracy and depth of the data are just as important.

"If our data isn't good, then our analysis and strategy can't be either," says Hogg.

"We've had times when a ranking report we've sent to a client shows a drop in ranking for some important keywords," he says. "Because STAT pulls everything – including universal results like news, images, answers, even Twitter boxes – we're able to point out exactly what caused that drop. Lots of tools would just give a number and nothing else."

It's that comprehensive view of the SERP that allows Hogg and his team to be the first to act when Google switches things up. And if there's ever any question about the accuracy of the data or the content of universal results, STAT allows them to go directly into an archive of actual Google SERPs to crosscheck the data and see the search results exactly as searchers are seeing them.

FLEXIBILITY TO GROW AND PIVOT

Digital agencies have a unique set of business challenges when it comes to SEO management. There's a fluidity to the needs of agencies: campaigns come and go, business is won and lost, and SEO strategies are constantly evolving. For a large agency like iProspect, one of the most unexpected benefits of working with STAT is that there are zero restrictions on how many sites, markets, or locations the agency can track at any one time, and no restrictions on the number of user accounts. STAT's clients only pay for the keywords they track – and there are no tiers or bundles or add-on fees.

"We needed a tool that can handle lots of keywords and didn't limit us to bundles that we have to ration out across different clients," says Hogg. For Hogg's team, choosing STAT means never having to choose which client to short-change because of the kinds of artificial limits typically imposed by other SERPtracking solutions.

And nowhere is the lack of limits more important than when it comes time to pitch new business. When Hogg is doing industry research for a pitch, he can add several thousand keywords, track them for a few days, and then shut them off – all with minimal impact on their existing clients or their budgets.

"We definitely win more business with STAT," he says. "We're quickly able to get a view of the search landscape for a potential new client's industry, and show the client things about their site's performance – and their competitors – that they had no idea about."

Once they've won a new client, keeping them happy is simpler thanks to STAT's instant, customizable alerts. Based on trigger criteria that Hogg's team sets, STAT will notify them right away when anything important happens on the SERPs.

"If you get an alert when average rankings drop by a page or so, it'll usually mean there's a big problem with the site," says Hogg. "It means we can flag it to the client first thing. They're often surprised when we point out issues that would have taken them weeks to know about otherwise."

With alerts in place, his crew can be sure that they won't miss anything important. And, ultimately, that gives them the freedom and confidence to focus on what they do best: world-class SEO. <

IPROSPECT LOVES STAT. HERE ARE A FEW REASONS WHY.



CHALLENGE

Staying ready for change

SOLUTION

Daily data and custom alerts to keep you nimble

Weekly data just doesn't cut it in the world of SEO. Daily SERP data and instant alerts are the only way to stay on top of each and every keyword for each and every client.

"The alerts you can set up by keyword or groups of keywords are a lifesaver," says Hogg, adding that now he can diagnose changes on the SERP before clients have even noticed a problem.



CHALLENGE

Understanding the complexity

SOLUTION

Huge amounts of accurate SERP data

From content to click-through optimization, Hogg's team offers a full range of SEO services that all depend on one thing: huge volumes of fresh, reliable, insightful SERP data.

With STAT, they track as many keywords, sites, and locations as they need – and it's not just organic rankings they're collecting. They now have a view of the whole SERP: from top competitors, to universal results, to the archived HTML page itself.

"STAT just works," Hogg says. "I don't need to stress about having the data I need to make decisions."



CHALLENGE

Winning new business

SOLUTION

Total flexibility to experiment and scale

Nothing impresses a potential client more than real, pertinent, comprehensive data on their whole industry. So, when going into a pitch, the iProspect team adds tons of new keywords into STAT, builds their proposal, and then pauses the tracking until the contract is signed.

STAT doesn't have any tiers or bundles or credits, so it's easy to scale sites and projects as needed for research, with zero impact on existing clients and minimal impact on budgets.

"It's important that we can always scale up or down whenever we need to," says Hogg. Now he can diagnose changes on the SERP before clients have even noticed a problem.



"We definitely win more business with STAT."

Jon Hogg, Group Search Manager, iProspect Manchester

WE DO BIG DATA FOR ENTERPRISE SEO.

Since 2009, we've equipped SEO professionals with fresh, location-based search data at massive scale – all backed up by one-on-one expert service. That's how we've built a client base that includes some of the world's largest online brands and nimblest SEO agencies.

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