

How AllianceBernstein **streamlined** social media management with Oktopost

About AllianceBernstein

AllianceBernstein (AB) is a leading global investment management firm that offers high-quality research and diversified investment services to institutional investors, individuals, and private wealth clients in major world markets. They are one of the largest investment management firms in the world, with more than \$725 billion in assets under management as of December 2023.

 Location
Nashville, TN

 Industry
Financial Services

 Company Size
4,600

 Featured Solutions
Employee Advocacy

The Challenge

AllianceBernstein was looking for a solution that could streamline their social media activities, track engagement, and measure the ROI of their campaigns.

Before implementing Oktopost, AllianceBernstein faced challenges for social media evaluation. Each social media platform uses their own unique analytics and engagement metrics. The Communications team found themselves spending a significant amount of time manually tracking metrics across each social media platform. This consumed valuable resources and resulted in slightly varied data. The time taken to analyze the data of their social media performance meant there was a lag in spotting trends, understanding their audience's behavior, and making informed decisions. Moreover, measuring the ROI of their campaigns was a complex and time-consuming task.

The team at AllianceBernstein knew they needed a more efficient and effective solution. They were in search of a tool that could not only streamline their social media management but also provide comprehensive and actionable insights into their performance. They needed a solution that could help them understand what content resonates with their audience, optimize their strategy, and ultimately, drive better results.

The Solution

Oktopost's unified dashboard simplified the AllianceBernstein Corporate Communications team's efforts. Oktopost's comprehensive social media management platform assists in analyzing their campaigns and overall engagement. They could manage all their social media activities from one central hub. This not only streamlined their workflow but also provided a holistic view of their social media performance, making it easier to identify trends and make informed decisions.

The Results

The platform's insights into their social media performance has aided in the formation of AllianceBernstein's strategy. They have been able to streamline their social media activities, track engagement more effectively, and measure the ROI of their campaigns more accurately.

The ability to manage all their social media activities from a single platform has saved AllianceBernstein considerable time. They no longer need to switch between different platforms to track engagement or measure ROI. Everything they need is available on Oktopost's unified dashboard.

Furthermore, the insights provided by Oktopost has assisted AllianceBernstein in making data-driven decisions.

The team can identify what content resonates most with their audience, which platforms drive the most engagement, and which campaigns deliver the best ROI. These insights have helped shape their social media strategy, enabling them to optimize their efforts and achieve better results.



Before Oktopost, we were struggling to track engagement and measure the ROI of our marketing campaigns. The platform's unified dashboard and advanced analytics capabilities have been a game-changer for us.



Dominic Yacoubian
VP, Head of Digital Marketing
AllianceBernstein



Harness the full potential of social media

Contact us to learn how Oktopost can help you drive engagement, measure success, and link social media campaigns to revenue growth.

