



Case Study

Zapier Makes the Switch to Redpoint for Better Data-Driven Insights and Content

The Client

Zapier is the leader in easy automation, helping businesses automate workflows and move data across 5,000+ apps. They power over 2.2 million businesses, from startups to Fortune 1000 companies, and are committed to make automation work for everyone so that every person and business can move forward at growth speed.

"It was a lot easier, and it was pretty much night and day from our previous vendor. Redpoint is incredibly organized and detail-oriented to the point where they ask, have you thought about this or that? I don't get asked these questions from our other vendors usually, and it's really interesting to have a full conversation about what we want to do to hit our marketing or PR goals."



Gina King
Senior
Communications
Specialist

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Challenge

Working with their PR agency on data-driven reports was becoming a major pain point. Despite the agency's stated experience conducting research and producing data-driven content, Zapier was frustrated on a number of levels – from missed deadlines to a lack of alignment between the written content and the data itself.

“We were never able to hit any of our deadlines. The reports were a month to a month and a half behind. I think the agency was also a little out of their depth when it came to data reports. What was written never truly reflected what was in the data.”

Gina King

Senior Communications Specialist

Solution

Even though Zapier evaluated several vendors, as soon as they spoke with Redpoint, they knew they'd found the "absolute one." Redpoint understood how to mine the data for interesting insights, was organized, and had well-defined processes in place to ensure the project went smoothly and timelines would be met.

Redpoint also provided a very consultative approach to research projects, advising Zapier on everything from how long they should run the surveys, the number of responses needed for the type of survey and audience, and ensuring they were surveying the right audience to deliver the type of findings they were looking for.

“It was just so clear that Redpoint was incredibly organized and knew exactly what their strengths were and what they were able to do.”

Results

To date, Zapier has done two survey-based research projects with Redpoint, surveying 500 tech companies and a customer survey from an email list of over 150K. The results include:

- On-time delivery of every milestone in every project
- On-brand content that required very minimal editing
- More in-depth approach to data analysis that resulted in more topic angles to pitch media