

CircuitMess



Location

Croatia

Company type

DIY electronic devices

We talked to...



Mihael Gelo
Business Development Representative

CircuitMess is a DIY electronic devices company that started in a garage back in 2017 when Albert Gajšak, still in high school, founded the company encouraged by his love for electronics and technical sciences. By bringing new light to electronics and programming, they aim to make it accessible for everyone. Today, CircuitMess is collaborating with Warner Bros. for their latest project, a DIY AI-powered Batmobile. For this purpose, they started a Kickstarter campaign that was funded in 2 hours and raised just shy of \$390K.

For this Case Study, we reached out to Mihael Gelo, a Business Development Representative who has been a part of CircuitMess since early 2021 and focuses primarily on developing B2B channels and a distributor network. We discussed how Mediatoolkit impacted the outstanding success of their DIY Batmobile crowdfunding campaign.

CHALLENGE

"Maximizing the success of the crowdfunding campaign was CircuitMess' top priority", Mihael says. The goal was to track and identify people mentioning their company or products in order to be able to contact them and ideally turn them into backers. They were aware it was nearly impossible to track that manually, which could have led to missed opportunities.

SOLUTION

Prior to working at CircuitMess, Mihael was aware of media monitoring tools, but had no experience with using one. However, at the very beginning of his tenure, one of the main tasks was to get acquainted with Mediatoolkit as the company was already using it. Having "great UX/UI" and being "very easy to use", Mihael learned the ropes in no time and quickly started utilizing the tool to boost their efforts with the crowdfunding campaign.

"Previously, the company had used Mediatoolkit for some campaigns, but since we started the DIY Batmobile crowdfunding campaign, we have strategically started utilizing it, upgraded our plan, and, to put it simply, it did the trick."

IMPACT

What Mihael deems had the most impact on the crowdfunding campaign was the ability to easily track mentions of their company and products, especially the ones that positively reacted to their previous efforts, all in one place. Thus, they could simply reach out to authors of those posts and encourage them to either support the campaign promotion or participate in the affiliate program.

"I think the UX/UI is good, the tool provides a clear overview of the results, and finally, it's easy to use. I loved that we had an overview of all our mentions in one feed and the analytics, as well. At first, I thought that Mediatoolkit would be a database of some sort, so I was pleasantly surprised when I saw additional analytics and options to perform more complex analyses."

Some of the features, or better yet metrics that Mihael really liked are the engagement rate and influence score that can be found under each mention. It enabled them to filter out the results and contact those users and authors with the highest influence and engagement score, as the two were a great performance indicator.

"Other than identifying authors that mentioned us, a benefit we saw was using the influence score metric to guide us towards those media outlets that we were not familiar with prior to them mentioning us. Based on this information, we generated some quality leads, so the lead generation aspect was simplified. In qualitative terms, Mediatoolkit has increased my efficiency with contacting influencers, and therefore the entire company's efficiency with the campaign."

CASE STUDY

CIRCUITMESS

 Mediatoolkit

When asked what advice would he give to people who are thinking about purchasing Mediatoolkit, Mihael said:

"I would advise everyone to contact the Mediatoolkit team when deciding on the best plan for their purposes since they can be of great help and provide you with additional information and educational materials. I'd also recommend preparing well in advance so you can maximize the return on your investment with everything Mediatoolkit has to offer."

ABOUT MEDIATOOLKIT

Mediatoolkit is an award-winning, user-first online media monitoring software.

Mediatoolkit helps businesses of all sizes monitor and analyze online conversations. It tracks more than 100 million online sources in any language to help its users across the globe make better business decisions by delivering them relevant information from the media in real-time.

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