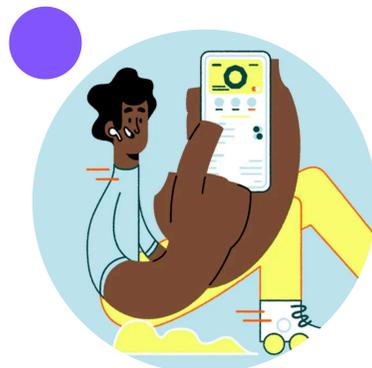


Track Brand Performance

Holvi successfully measured brand performance and accelerated growth



 **HOLVI**

founded in 2011 in Helsinki, Finland, Holvi is a digital banking service for freelancers and small business owners. With unique money management tools built specifically for micro-scale businesses, Holvi's platform makes it possible for self-employed individuals to work smarter not harder.

"Our marketing team continually logs into Latana to check how Holvi is performing in terms of brand awareness in comparison to our competitors. The data really helps them grow Holvi"

Jarno Nousiainen, Senior Researcher & Product Owner



The Challenge

Holvi Had One Big Issue Constraining Growth

Their target audience of micro-businesses was hard to reach and track. Despite previously using in-house and third-party brand tracking methods, they weren't able to get the data they needed. Holvi's brand campaigns were shooting blind.

Without being able to track their audience and measure brand perception, they were unable to accelerate growth in their space and overtake the competition.



The Solution

Holvi Needed To Reach Specific Target Audiences

They chose Latana because it uses advanced data science called Multilevel Regression and Poststratification (MRP) that is exceptional in tracking niche audiences.

As the Latana platform works by constantly polling the target audience and the general public, Holvi knew they would be able to work with past and present data to create accurate predictions for the future. It was a benefit for them not having to rely on a large sample size, something not possible with a very niche audience.

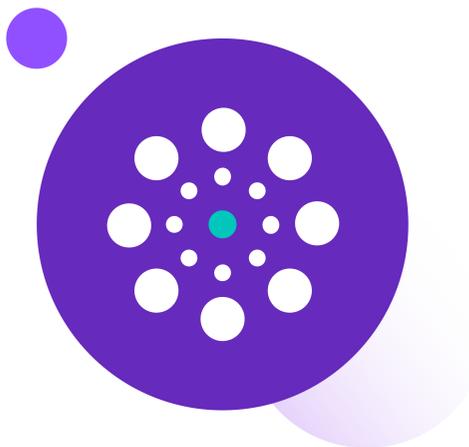


The Result

Holvi Measured Their Brand Perception

Latana immediately enabled Holvi to measure brand perception for their niche audiences in Finland and Germany. The MRP-based brand tracking meant they could see how varying segments of their audience perceive them differently e.g. freelancers who use Instagram versus those who use Facebook.

Now Holvi continually adjusts its marketing strategy based on the new insights they have at their disposal. They are using the granular insights to pick up on changes that result from their campaigns. This would not have been possible for them without Latana.



Key Findings

Based on learnings from their first rounds of brand tracking with Latana, Holvi launched a big out-of-home campaign. Holvi now also has an improved marketing strategy that is better at driving brand value and fostering growth.



Target Audience

is being reached by Holvi



Brand Perception

is increasing in Finland and Germany



Granular Insights

from Latana's dashboard show impact from brand campaigns

Understand how you can track brand performance and grow your brand



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