Case study

Bingo now easily proves the success of their marketing efforts

determ

Location

Bosnia and Herzegovina

Company type

Retailer

We talked with

Tatjana Paunonski

Head of PR and Marketing

About Bingo

Founded in 1993, Bingo d.o.o. is the biggest retail and restaurant chain in Bosnia and Herzegovina. With headquarters in Tuzla, the company currently has 222 open stores and around 9000 employees. That makes Bingo d.o.o. the biggest company and the biggest employer in Bosnia and Herzegovina.

We talked to Tatjana Paunoski, Head of PR and Marketing at Bingo d.o.o., who explained to us how Determ helps them in everyday tasks. Tatjana has been working in Bingo d.o.o. for 15 years and has been the head of the department for the last six years. In their work, they cover digital and trade marketing, as well as PR. They've been our clients since the beginning of 2016, and before Determ, they didn't use other tools for monitoring online media.

Challenge & Solution →

Challenge

Tatjana says that the goal is to maintain their leadership position in retail and justify the position of the most desirable employer in the country.

Solution & Impact →

According to Tatjana, they became aware of Determ after one of our Salespeople contacted them and explained all the benefits the tool can offer. The call came at the right time because Bingo d.o.o. was just starting to get serious about their social media planning - they've opened an Instagram account and started posting more on Facebook.

Before Determ, they were only following the number of shares they got. Aside from social media, they wanted to expand the monitoring of their mentions on media outlets with which they were not in close contact.

"I recognized the opportunity to reduce the amount of manual work. Meaning, us having to dig up who writes what about us on our or other communications channels. So, when your colleague contacted me, I didn't think long about it. We tested the tool for a few months, and later we signed up for a year."

Along with reducing the amount of manual work, Tatjana emphasized that Determ helped them track their competitors more easily and comprehensively.

As she puts it - you can track your brand and other brands and then compare the results to see where you stand when it comes to PR activities. The most important thing, she says, is the ability to sum up the whole department's work and monitor PR activities and customers' reactions on social media.

"My favorite thing is at the end of the year when I summarize what Marketing has done in the past year. The number of mentions in the millions that I could not prove otherwise. And when I compare it to the competition, no one can tell me we didn't do a good job."

When it comes to features, Tatjana really likes the sentiment analysis and the fact that she gets information in real time. Also, she likes that the tool is user-friendly and useful and the fact that our customer support is always there if she has any questions.

When asked what advice she would give to people who are thinking about purchasing Determ, she said:

> *"If they want to make their workday easier and be up to date with everything that is happening with their company, they definitely need to use the tool!"*

About Determ

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

Determ 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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