

Case study

Include improves their business development efforts



Location

Croatia

Company type

B2G



We talked with

Ivona Mrvoš

Marketing Manager at Include

About Include

Founded by Ivan Mrvoš, Include is a company that researches, develops, produces, and distributes IoT urban equipment for smart cities. Their story began in 2014 when their first smart bench was installed in Solin. Since then, they've expanded their smart product range to different models of smart benches, waste management, and air quality monitoring systems. Their products got mentioned in big media outlets such as Business Insider and Forbes. Include operates in 59 markets in over 500 cities and has a worldwide network of partners.



Their main goal is to motivate cities to transform public spaces into modern, connected, and self-sustainable environments through innovative products that improve the quality of life of all citizens.

For this Case Study, we talked to Ivona Mrvoš, marketing manager at Include. She explained how they started using Determ and what benefits they get from the tool.

Challenge & Solution



Challenge

Ivona says that the main challenge was to monitor what's been written about Include and its products around the world.

Also, in times of bigger PR coverage, they spent a lot of time googling to collect the mentions but soon realised that that was a waste of time.



Solution & Impact

In 2018, they realized they could use a media monitoring tool when they were building their marketing, PR, and sales enablement structure.

They got recommendations to use Determ, did some research, and ultimately decided that the tool fits their needs. As Ivona points out:

“Instead of googling and looking where our products are mentioned, if there are any new tenders... We got rid of that, saved time, and got a new way of producing our monthly reports”

Include uses Determ to keep in touch with the industry news, keep track of their mentions, market research for current and potential products, and track competitors.



Include



Solution & impact

Ivona told us an anecdote about when they first started using the tool. They've noticed that their competitor uploaded a video on YouTube using keywords such as smart bench, pametna klupa (smart bench in Croatian), ivan mrvoš and include. Eventually, the video got taken down. Since they had just started using the tool, they were pretty surprised to detect situations like this one.

Ivona pointed out that Determ proved quite helpful in business development. For example, through the tool, they could find out if someone is looking for smart products like theirs and reach out to see if there's room for collaboration. Also, if some city buys competitors' products, they immediately know about it. Since they're monitoring mentions on social media, they were able to find potential partners and leads there, as well.



Include



Solution & impact

The most significant benefit that Ivona mentioned was that the tool helped them become a lot more informed about everything regarding their industry and products. For example, it's easier for them to get feedback about their products now.

“Sometimes we come across articles that we didn't know mentioned us or that our product was installed in some market. We also find different smart conferences happening worldwide, and then we ask local partners whether they're interested in going. We're informed, educated, we're saving time, and I would say those are the biggest benefits.”



Include



Solution & impact

When asked what her advice would be for people who are not sure whether Determ is the right tool for them, she said:

“Start using Determ and thank me later! :)”





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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