

Creative Public Relations for a Digital World



Skobbler: PR Case Study

Who We Are

- **Award-winning agency**
with focus on CE and b2b technology public relations
- **High-energy,**
entrepreneurial culture
- **No bureaucracy,**
no hierarchy or complex processes
- **Service-oriented**
and driven by results
- **Ongoing senior involvement**
in every account



Corporate Background

- **Our History**

Crenshaw Communications grew out of Stanton Crenshaw Communications, a leading midsize technology agency founded in 1996

- **Our Team**

15-person team with expertise in tech, publishing, content

- **Our CEO**

Dorothy Crenshaw, one of the PR industry's **100 Most Powerful Women**, according to PR Week

- **Our Offices**

NY HQ—36 West 20th Street, 5th Fl., New York, NY 10011
CA—1516 South Bundy, Suite 200, Los Angeles, CA 90025





Our Network

Partner in **Public Relations Organisation International (PROI)**, an international network of best-of-breed independent PR firms. Owner-operated, like-minded firms who enable us to cover every major market around the globe.

Service Offerings

- Strategic Messaging and Positioning
- Community Relations
- Traditional Media Relations
- Digital and Social Media Relations
- Content Marketing
- Thought Leadership
- Partnership Development
- Reputation Management
- Business Book Publication and Marketing



Storytellers

- We tell stories about **innovation**
- Our greatest skills lie in *identifying, shaping* and *promoting* messages of **brand differentiation**
 - A better product
 - A technology that solves problems or creates economic opportunity
 - An inventive strategy or approach



Individualized Approach

- We take a hand-crafted approach to content development and media relations
- We nurture our media and influencer contacts and take the time to match the story or category insight with the right journalist or blogger
- We have enjoyed great success with skillful use of the media “exclusive” – offering first-crack to one influential outlet, then proceeding to “dive and conquer” to tailor the story to others, for maximum brand impact



Successful Across Outlet Types

We've secured placements across all types of media, including online, print and broadcast (in various markets, depending on the initiative, including national (preferred) or local).

Online



CEO Bill Nussey On Silverpop Turning Email Into Marketing Automation

April 16th, 2013 - 12:11 am By John Elbert

Like | +1 | Tweet | Share

Silverpop CEO Bill Nussey says his company doesn't "do" the advertising side, but that depends on your definition of advertising. "Advertising is media," says Nussey. "We only deal with that peripherally. We bring a degree of automation to marketing overall, with an emphasis on the relationship side where the ROI is high."

The former Greylock venture capitalist has been at Silverpop, now 500 strong, for its entire 12-year existence. After concentrating Silverpop on the business of email marketing, Nussey's company has pointed its products and services at customer relationship marketing and marketing automation.

Nussey explains, "Whether you're sending an email, updating a mobile app or putting something across social channels, our platform automates the collection of information across those channels and automates the execution of communications. It doesn't just pick an audience intelligently; it determines the right content to go the right person at the right time one at a time."



Bill Nussey, CEO
SILVERPOP

Print



Broadcast



Local

ATLANTA BUSINESS CHRONICLE

Silverpop hints at IPO with \$25M debt raise

Is Silverpop prepping to pop an IPO?

The Atlanta-based marketing technology firm has raised \$20 million in debt financing, which some say could suggest the 500-employee firm is reading to go public.

Silverpop's technology enables marketers to monitor customer behavior — such as whether a customer commented on a company blog post, viewed a marketing video, or talked about the business on Twitter. That data can help fine-tune the messaging.

Silverpop, which employs about 500 and has raised about \$50 million since launching in late 1999, is part of a cluster of marketing technology companies in metro Atlanta. The space is seeing significant M&A activity with Vitue being acquired by Oracle (Nasdaq: ORCL) and Pardot being taken over by ExactTarget (NYSE: ET).

Silverpop, which is believed to have come close to being acquired by Salesforce.com in recent years, is considered an IPO prospect. Silverpop's competitors ExactTarget, Eloqua and Marketo have all IPO'd.

"If you're planning an IPO in the near term, you never want to do a venture capital round because you're not giving the VC's enough time to realize an acceptable rate of return," said an industry source.

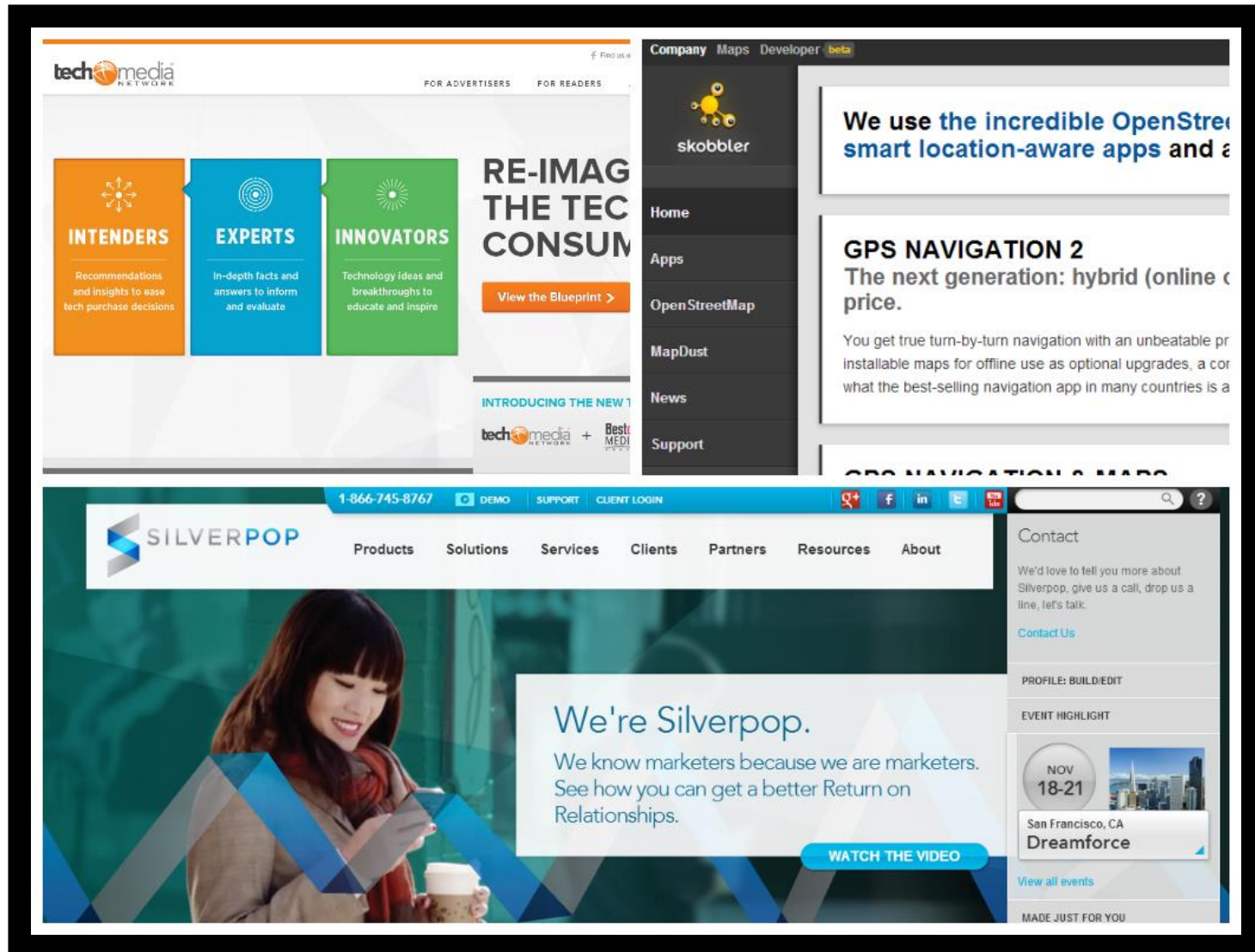
Venture capitalists are unlikely to invest in a company on the cusp of going public, because they expect 8X-to-returns on their investments, which can take several years.

Silverpop CEO **Bill Nussey** also has experience as a public company CEO, having led Atlanta tech firm DXL Inc. Raising debt, instead of venture capital, is also a less expensive way for Silverpop to raise expansion capital.

The new capital, from Escalate Capital Partners and Silicon Valley Bank, will be invested in sales and customer acquisition.

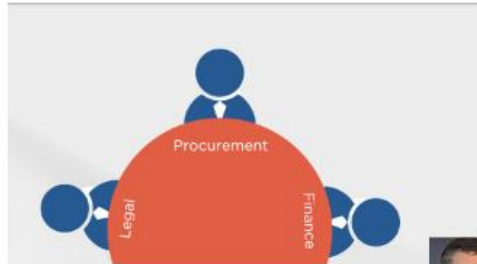
Urvakh Karkaria
Staff Writer- Atlanta Business Chronicle
Email | Twitter | Google+ | LinkedIn

Current Clients Snapshot



Client Experience

AUDIENCE SCIENCE®



GLAM MEDIA

HOME ABOUT US VERTICALS CREATORS BRANDS TECHNOLOGY

CREATE
DISCOVER
SHARE



DBG

About.com Do more.

Editors' Picks Explore Topics Browse Categories

The Ultimate Guide to WWOOFing

By Lauren Smith



KANTAR MEDIA

Act

FST@MPANY

CREATIVE BRAINTRUST

FST@MPANY DESIGN EXIST CREATE LABS FEATURES EMAILS

Co.LABS

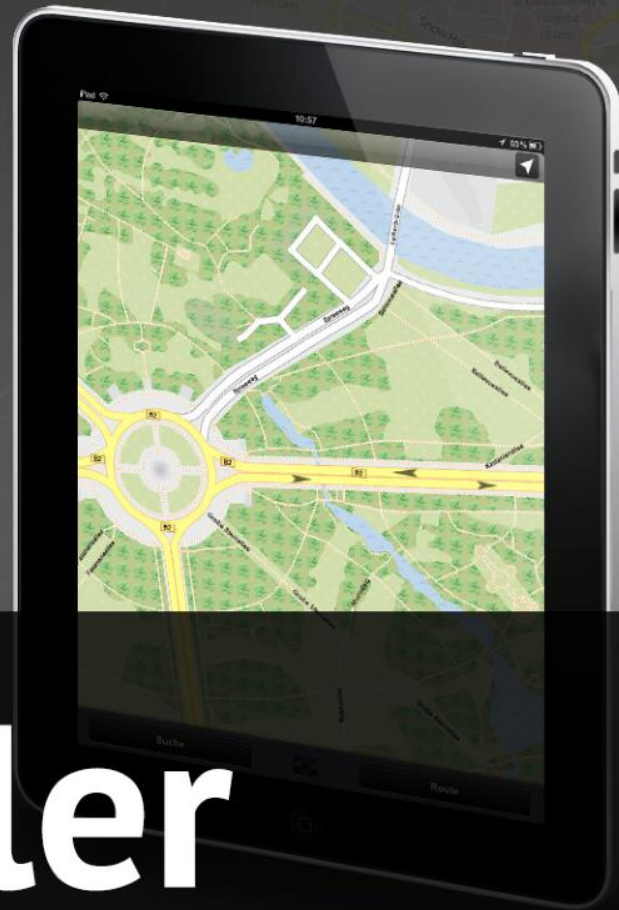
SpinMedia

The Most Engaging Voices
In Pop Culture





skobbler

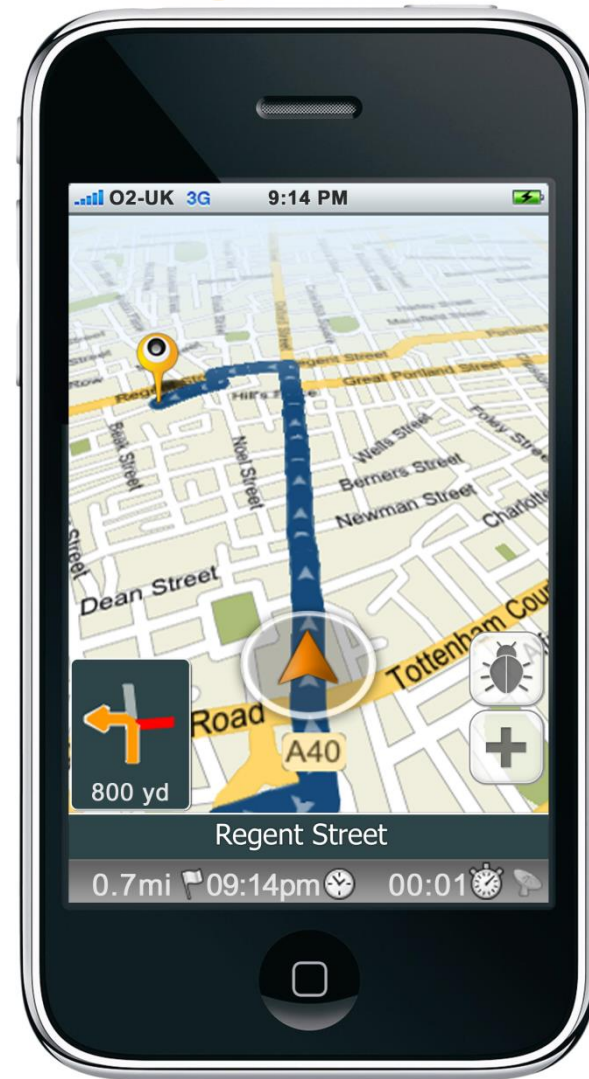


Objectives

- Position skobbler as the go-to market leader for OpenStreetMap-based apps and services
- Drive downloads by moving beyond tech and generating interest within the travel vertical
- Promote skobbler's API offering (GeOS) and web/mobile capabilities on the developer side

Strategies

- Re-frame Google Maps vs Apple discussion as Google Maps vs Apple vs OpenStreetMap (skobbler)
- Highlight skobbler execs as map industry thought leaders by securing bylines with key media outlets
- Create news by offering feature updates and app integrations to media as exclusive announcements
- Define skobbler as a champion of crowdsourcing and open data to court interest from tech/biz press
- Use partnerships with Barnes & Noble, Skyhook and others to maximize exposure for each initiative
- Build relationships with leading travel outlets and journalists



Tactics

- Arrange “Platinum Briefings” with key tech, biz and consumer media
- Use product roadmap to pre-pitch priority media targets in advance
- Leverage GPS and location data to penetrate consumer travel outlets
- Take advantage of increased interest in digital mapping within tech set
- Develop social media program to further engagement amongst app users

Outcomes

- ForeverMap 2 app launch featured in Fast Company exclusive, covered in Engadget, The Verge and LifeHacker
- skobbler is part of the conversation: Worked with key media targets to ensure that skobbler was quoted frequently in coverage of Google Maps vsApple developments
- Drove thought leadership for skobbler co-founder through bylined content with Mashable, Tnooz, VentureBeat, etc.
- Established skobbler as a travel brand by securing travel section features in USA Today, Smarter Travel and The Huffington Post
- Skobbler acquired by Telenav in February 2014—a result that was cultivated, in part, by our efforts with respect to B2B and B2C outreach

FAST COMPANY

Map Wars: Nook Gets Maps, Navigation, Location-Based Services, As Barnes & Noble Battles Google, Apple


 **THE NEXT WEB** Skobbler's GeOS Makes OpenStreetMap Data Accessible

TNW Insider • Harrison Weber • June 22, 2012

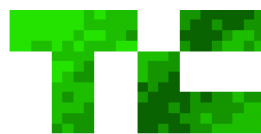
Despite numerous rumors over the past few days, mapping startup skobbler has officially declared that it is in fact not being acquired by Apple nor is it partnering with Apple...

THE VERGE

ForeverMap 2 offers first full-fledged mapping solution for B&N Nook Tablet and Nook Color

 **Apple may have partnered with Skobbler to perfect iOS 6 maps** engadget

Skobbler brings maps to Nook Tablet, Color with ForeverMap 2

 **Skobbler Launches Hybrid Online/Offline Maps App For Android As Showcase For What Its OpenStreetMaps-Powered Map Engine Can Do** USA TODAY Travel

10 essential apps for summer travel

 GIGAOM

Skobbler wants to take on Google in the maps biz

NETWORKWORLD

Skobbler to offer free OpenStreetMap API access GeOS platform scheduled for 2013 release

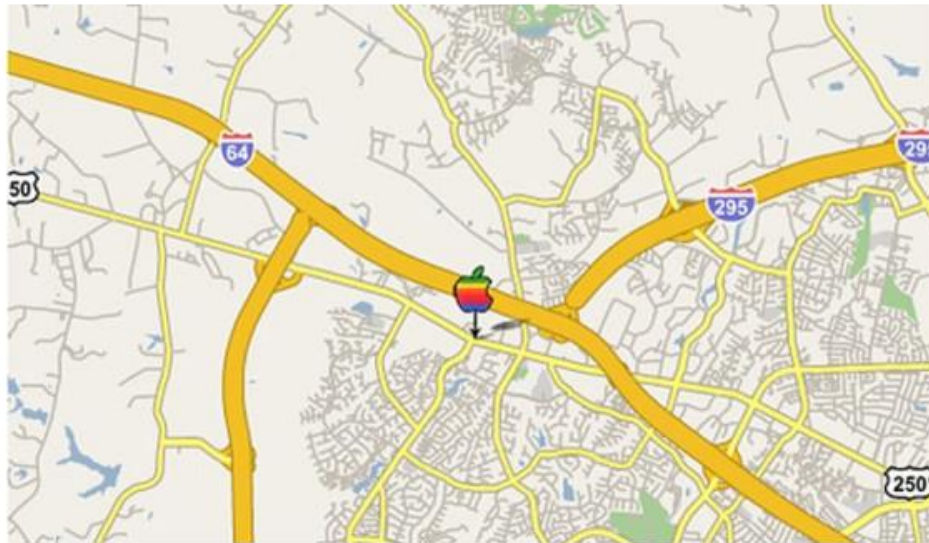
 paidContent
THE ECONOMICS OF DIGITAL CONTENT

Barnes & Noble tablets get maps before Kindle Fire

 GIGAOM

Tripoko's iOS travel guides gain "opinion mining" data and faster OpenStreetMap rendering

Apple, Google, Facebook, and OpenStreetMap: The top 5 changes to expect from maps in 2013



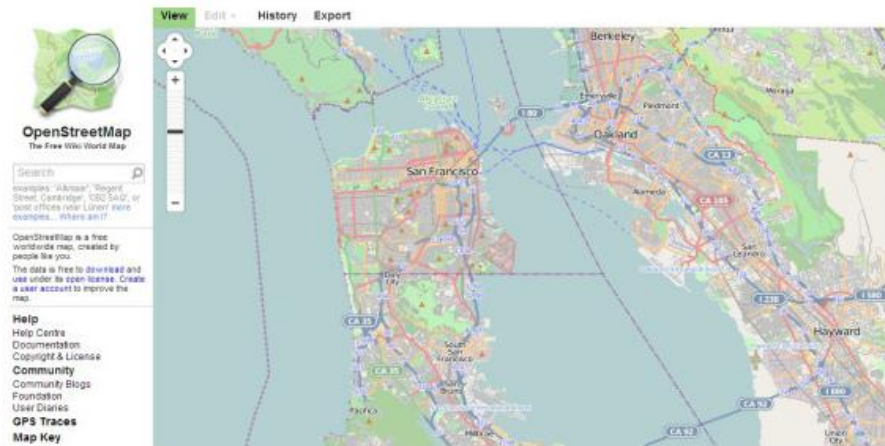
February 21, 2013 7:16 AM
 Marcus Thielking

*Marcus Thielking is cofounder of **Skobbler**, a provider of mobile map-based solutions that use OpenStreetMap data.*

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{devbeat} Nov. 12 - 13, 2013
 San Francisco, CA
Tickets On Sale Now

Why OpenStreetMap will beat Google and Apple



October 12, 2012 9:00 AM
 Marcus Thielking

Over the summer, Google announced "the next dimension of Google Maps," which was basically 3D integration and offline caching.

(Believe it or not, Google already **announced caching a year ago**, albeit in a much quieter fashion.) Just recently, we saw Apple predictably unveil its own Maps app for iOS 6. Unfortunately for Apple, the reviews **weren't exactly glowing**. For those fascinated by location services and mapping technologies, this is a key moment. Who will reign supreme — Google or Apple?

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{devbeat} Nov. 12 - 13, 2013
 San Francisco, CA
Tickets On Sale Now

Mashable

5 Crowdsourcing Platforms Every Developer Should Know

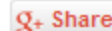
1.3k
SHARES

107

1.1k

36

68

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BY MARCUS
THIELKING

SEP 07, 2012

Marcus Thielking is the co-founder of [skobbler](#), a leading provider of mobile map-based solutions. Follow the company at [@skobbler](#).

It can be easy to underestimate the time and effort that developers invest in creating many of today's most popular apps or services. After all, these unsung heroes must navigate the challenge of building a great user experience while dealing with issues like funding.

However, there are certain crowdsourced platforms that developers can use to address the quality of their product and the money they'll need to create it. These services can range from crowd-funding platforms to community data sets. Below, are five collaborative platforms that can really help developers create the best product possible.

THE WALL STREET JOURNAL. ≡ BUSINESS

BUSINESS

Telenav Acquires Mapping Startup Skobbler for \$24 Million

Plans to Use Skobbler's Technology to Improve Scout.me GPS Navigation App

By LORA KOLODNY [CONNECT](#)

Jan. 30, 2014 4:59 p.m. ET

Personal navigation company Telenav Inc. has acquired Skobbler GmbH, a German startup that makes map applications and mobile games, for \$24 million in cash and stock.



Apps

OpenStreetMap

Skobbler

Telenav

Telenav Buys Skobbler For \$24M To Power An OpenStreetMap Challenge To Google Maps

Posted Jan 30, 2014 by [Natasha Lomas \(@riptari\)](#)



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