



COMPANY OVERVIEW

iQmetrix is a privately held software-as-a-service (SaaS) company with locations in Canada, the U.S., and India, focusing on designing telecom experience platforms to power sales of connected devices. Their software enables telecom retailers to deliver a buy-anywhere strategy through multi-channel inventory management and digital retail solutions. Through robust reporting and unified storefronts and digital channels, iQmetrix's solutions help telecom retailers with data-driven decision-making and a consistent customer experience, either in-store or online.

CHALLENGE

With unique product solutions, iQmetrix's target is a niche, posing difficulties in understanding the market and creating in-depth stories and messaging. It requires Magnolia to constantly refresh its approach to the target audience that aligns with the brand's messaging to achieve top-of-mind share and engage them with unique and insightful content.

STRATEGY AND TACTICS

1. **Public Relations Program** – Position iQmetrix and its spokespeople as industry thought leaders in the telecom retail and SaaS industries. The program included the development of a comprehensive roadmap, timely pitches and monitoring of industry trends. A customized media list of targeted local, national and North American tier-one and trade media is also delivered in order to secure media placements for iQmetrix.
2. **Awards and Speaking Opportunities** – Support in research and recommendations for relevant industry awards and event speaking opportunities to position iQmetrix as an industry-leading solution and innovator in telecom retail.
3. **Media Relations** – Development of strong media relationships in order to position iQmetrix as an industry thought leader, boost brand awareness and make the company a go-to resource for industry commentary.

RESULTS

53 pieces

of media coverage secured
in 2022

Total reach of
over 7,500,000

Total ad value
equivalency of **CAD\$71,051**

Position iQmetrix as an
industry thought leader

Building net new media
relationships with target outlets in
tier-one and **trade media.**



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TESTIMONIAL

“We are pleased with Magnolia’s services and happy with this successful partnership. Their collaborative and responsive team is proactive in finding new opportunities for us. We have a niche sector, so sometimes it has been a challenge to create a true understanding of our story and messaging. Still, they have been eager to learn and share that story and have succeeded as much as any general PR/Marketing firm could be expected to.”

Joannah Connolly, Lead, Brand Communications and Content at iQmetrix