



Case Study: MutualMind

How MutualMind Accelerated the Market Launch of Its Cutting Edge Social Listening, Management and Engagement Solution

The Highlights

- Product to market six months ahead of schedule
- Strong relationships with social media data publishers
- Enriched data to customers
- Tens of millions of data activities monthly

“Through their social media API, Gnip helped us **push our product to market six months ahead of schedule**, enabling us to capitalize on the social media intelligence space. This allowed MutualMind to focus on the core value it adds by providing advanced analytics, seamless engagement, and enterprise-grade social management capabilities.”

- Babar Bhatti
CEO, MutualMind

The Company



MutualMind provides an enterprise social media intelligence and management system that monitors, analyzes, and promotes brands on social networks and helps increase social media ROI. The platform enables customers to listen to discussion on the social web, gauge sentiment, track competitors, identify and engage with influencers, and use resulting insights to improve their overall brand strategy. MutualMind is designed to provide powerful listening, social intelligence that drives business action and integrated engagement to take social media campaigns to the next level.

The Background

Like many startups seeking to enter and capitalize on the rising social media marketplace, timing is everything. MutualMind was no exception: getting their enterprise social media management product to market in a timely manner was crucial to the success of their business.

The Problem

Developing a monitoring and analysis product that required social data collection from numerous sources with multiple feeds proved to be no easy feat. At first MutualMind began trying to gather data for their product by going directly to multiple social data publishers' APIs. After a careful review of the options for data collection, MutualMind realized that raw data collection was too time-consuming and distracting for the team, so they began seeking a social media data delivery provider.



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The Solution

In late 2009, MutualMind turned to Gnip, the leading provider of social media data for enterprise applications. Gnip's single API methodology provided MutualMind with a flexible centralization platform that provided instant, full data access to over 30 sources, many with multiple feeds.

This single API approach gave MutualMind the ability to quickly and easily access over a hundred social media data feeds without the hassle of having to connect to and manage multiple APIs. Through Gnip's social media API, MutualMind gained that ability to add and remove feeds as needed making it easy to test and validate product assumptions based on actual data. As a result, the company was able to make data-driven decisions which led to a more precise and robust product offering.

Not only was Gnip able to provide easy access with full data coverage to numerous sources, but all data delivered to MutualMind was equipped with standard enrichments including format normalization, URL unwinding, de-duplication, Klout Scores, language filtering, and more. Additionally, unlike some data aggregation services, Gnip gathers and delivers data in compliance with every publisher's Terms of Use and Privacy Policies.

The Results

By selecting Gnip as their data delivery partner dedicated to building strong relationships with social media data publishers and adding value to the data, MutualMind was able to focus on what matters most: their business. For MutualMind the value and differentiation did not lie in data collection - it was in the way MutualMind packaged actionable information from multiple social channels and provided a single platform for sophisticated intelligence and management for its enterprise clients and agencies.

Using Gnip, MutualMind was able to get their product to market six months ahead of schedule because less development time was needed for data collection and maintenance of API integrations. Today, MutualMind processes tens of millions of data activities per month using multiple sources from Gnip including premium Twitter data, YouTube, Flickr, and more.

“Because we used Gnip to collect our social media data, we didn't have to reinvent the wheel and invest our own resources into data collection. Gnip has truly lived up to their reputation as the leading social media data provider and has continually **delivered massive quantities of enriched, reliable, and compliant data.**”

- Babar Bhatti
CEO, MutualMind

“We are able to easily test new feeds and make **data-driven decisions** about our source offerings that were never possible before using Gnip. Now we can start **collecting data from a new source in minutes** and make an immediate decision about including new sources based on its data volume and quality.”

- Babar Bhatti
CEO, MutualMind