

Case study: Medallia



Medallia is a global experience management company helping organisations put customer and employee experiences at the centre of their operations.

Founded in 2001 and headquartered in the Bay Area, California, Medallia is the pioneer and market leader in customer, employee, citizen and patient experience. Its technology captures billions of experience signals across interactions including all voice, video, digital, IoT, social media and corporate-messaging tools, and uses AI and ML technology to automatically reveal predictive insights that drive powerful business actions and outcomes.

Thousands of global brands such as Prudential Financial, DFS, Virgin Atlantic and Holiday Inn Club Vacations use Medallia's data-driven insights to create more impactful and personalised experiences that strengthen relationships, build trust and foster loyalty.

Medallia + Eleven Hundred Agency: Delivering a great PR experience

Eleven Hundred Agency has been working with Medallia since 2019. Medallia sought PR support to reconnect with the UK and pan-European media, positioning it as a leading authority on experience management and showcasing its success and expertise within various B2B vertical sectors including finance, insurance and retail.

Eleven Hundred Agency crafted a multifaceted media relations campaign aimed at raising Medallia's profile in front of key audiences. This involved a regular cadence of local and global news announcement creation and distribution; a comprehensive thought leadership programme showcasing Medallia's spokespeople as subject matter experts on hot topics; project support for Medallia's sport sponsorship campaigns; and award nominations to showcase the breadth and depth of Medallia's solutions.

Medallia's technology is used by some of the world's most well-known companies, many of which are based in Europe. Over the years, Eleven Hundred Agency has worked in close collaboration with Medallia's internal marketing team, as well as with customers and partners to bring countless of these customer stories to life in editorial, news stories and through award recognition.

Since 2019, Medallia's relationship with Eleven Hundred Agency has grown stronger. The campaign has delivered a regular stream of top-tier coverage for Medallia, providing vital third-party credibility, brand awareness and lead generation opportunities in alignment with Medallia's key business goals.

"I love working with the team at Eleven Hundred Agency. They are proactive, engaging and committed to delivering the best results for Medallia. We see them as an extension of our team and we look forward to continuing and building on our already strong relationship."

Jenny Zehentner, Director of Public Relations, Medallia



How we're helping Medallia

- Top tier trade and vertical media relations
- Thought-leadership campaigns
- News pipeline and press release creation
- Award entries
- Event support
- Social media employee advocacy
- Partner marketing
- Sponsorship campaigns

Campaign highlights

- **Medallia featured in the BBC's flagship technology programme, Click**, showcasing how solo round-world sailor Pip Hare used Medallia's AI-driven video analysis technology to stay connected with fans during the 2020 Vendée Globe ocean race. The Eleven Hundred Agency team devised a creative campaign around Medallia's sponsorship of Pip, with a significant part focusing on the positive impact technology can have on our mental health – looking at Pip's isolation at sea and how Medallia's technology could be used to monitor her mental health and deliver valuable insights to her on-shore team. The overall campaign resulted in 244 pieces of UK coverage (July 2020 – February 2021), including the BBC, The Telegraph, The Times, ITV, The Guardian, as well as leading tech and sailing press.

- **Amplifying the voices of happy customers.** Eleven Hundred Agency has run a highly successful customer PR programme for Medallia – creating opportunities for brands to tell the story of their own customer-centricity, and in turn, bring Medallia’s story to life. Working closely with Medallia’s in-house teams and partners, Eleven Hundred Agency has conducted briefings with customers, drafted and pitched customer stories in multiple formats – from news announcements and journalist interviews to bylines and awards. The programme ramped up quickly and by 2022, the team was announcing a new Medallia customer a month. Between January 2020 and July 2024, this customer PR programme delivered in 170 pieces of coverage across top-tier vertical and trade titles including Marketing Week, diginomica, UKTN and Retail Banker International.
- **Highlighting the breadth of Medallia’s expertise in vertical press.** Medallia has created dedicated solutions for 13 industries including finance, retail, hospitality and the public sector. Eleven Hundred Agency has built a steady pipeline of editorial opportunities to highlight Medallia’s specialist knowledge in these verticals. From addressing sector-specific challenges to carrying out ‘hot topic heists’, the creative thought leadership campaign resulted in a regular pattern of communication to key buyer personas.
- **Validating Medallia’s AI credentials in a busy public discourse.** Medallia is one of the early pioneers of AI-enabled experience management technology, so when the boom of generative AI brought with it renewed interest and market saturation, it was important for Medallia to cement its industry leadership in front of key audiences. The Eleven Hundred Agency team has placed Medallia’s AI prowess front and centre in pitching efforts, delivering consistent messaging across a growing number of bylines and interviews, and securing executive profiles for Medallia’s newly appointed Chief Product Officer in influential publications such as Customer Experience Magazine and Enterprise Times.

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