



Primal helps start-up Access AI access the right audience

New kid on the block, AI publishing and events company Access AI turned to AI marketing and engagement specialist Primal to help ramp up its Twitter following and drive brand awareness. The results were instant, more than quadrupling in just a few weeks.



Company Name: Access AI Ltd
Industry: Publishing & Events
Formed: 2016
Employees: 7

“Using Primal’s Intelligent Assistant for Twitter (or “Ant” for short) has allowed us to drastically increase our social media engagement with minimum resource at our end.”

Access AI, Digital Marketing Manager, Darcie Thompson-Fields.

The Challenge

As a start-up with a small marketing team, Access AI were keen to leverage the engagement that could be driven through social media, but lacked the resources to dedicate a huge amount of time to it. Building a social media following from scratch can be a challenge and the company wanted to invest time in attracting the right followers.

“As a start up our resources are stretched across many different marketing activities and responsibilities. We recognise the power of an engaged social following but to build a bot-free, desirable audience takes time,” Darcie Thompson-Fields, Digital Marketing Manager, Access AI.

The company also wanted to increase traffic to its web stories and build a loyal audience in part of its mission to become a dedicated resource on artificial intelligence.

The Solution

Access AI turned to Primal, an AI specialist company founded by individuals from some of the world’s leading tech companies, who have created a solution designed to better understand a customer’s interests based on their interactions with social media. With the ability to read and comprehend any textual object (a tweet, an article, a blog etc) Primal will provide machine-readable semantic data that allows you to act upon the interests of your customers and treat them like individuals.

Primal’s Twitter Ant solution feeds on the information of Twitter accounts followed by a company, extracting details on their followers’ interests in order to provide them with targeted marketing- or in the case of Access AI, content they are most likely to hold an interest in at a very high level of specificity. This ensures that the brand using Primal retains an engaged audience and can significantly increase traffic to the chosen content sources.

The Results

Access AI has seen a 15% growth week on week in its Twitter following since using Primal’s Twitter Ant and expects the rate to continue. As well as increasing following Access AI has also seen an increase in the percentage of web traffic coming from its social media. By sending out content suggestions personalised to an individual user’s behaviour, the company has seen a great increase in positive client response.

Access AI said that it has saved their marketing team significant time when it comes to social media marketing and allowed them to increase time in other areas. The company said that by measuring the response to the content sent out by Primal’s Twitter Ant, it was able to make informed decisions as to what content would resonate well with its audience.