

Saving time and improving accuracy of media monitoring for leading VC firm

Balderton.
capital

Client in focus:

Balderton Capital

How Signal helped

Saving time identifying relevant media news stories for Balderton Capital and their portfolio.

About Balderton Capital

With over US\$2bn of funds raised, Balderton Capital is one of the largest venture funds in Europe. Portfolio companies and notable investments include Betfair, Lovefilm, The Hut Group, Kobalt Music, Citymapper, and Talend.

Ben Goldsmith is Head of PR and Content at Balderton and is responsible for the firm's communications, media relations, branding and content. He is focused primarily on the company itself and its partners, but pays attention to Balderton's portfolio companies too.

The problem

Ben had used a media monitoring provider in the past, but did not enjoy the experience. Before using Signal, he was mainly using Google Alerts and his own scraping to track the media. This manual solution meant that he wasn't sure whether he was receiving every piece of coverage, and he

had no way to break out coverage of Balderton and its partners from Balderton's portfolio.

'I had disliked missing stuff in my email alerts, and I that doesn't happen with Signal.'

The solution

Ben first heard of Signal through a colleague, and wanted to see if the solution could work for Balderton. Quickly, he began to see the benefits of a tool which offers limitless monitoring - he can now monitor articles on Balderton and their portfolio which aren't available through other services.

Ben uses his daily Signal email alert as a "zeitgeist report for the day", using the platform to follow up on any interesting stories and taking action. This has not only saved him significant time, but he is also often alerted to stories related to Balderton's portfolio, even before they are aware.

Signal's Customer Success team works closely with Ben to help tailor Balderton's alerts for different stakeholders, to ensure high relevancy. "they don't want to see everything, just the important stuff".

'The team is great: they're really personable and always extremely responsive.'

The results

With Signal's simple interface, Ben can keep his finger on the pulse of not just Balderton's media coverage, but their portfolio as well. He can now manage high quantities of information quicker and easier, helping him to identify media stories even before his portfolio do.

Signal's machine learning means that Ben no longer receives irrelevant coverage of portfolio companies (which may have ambiguous names). Ben is excited to be working with Signal and is looking forward to expand his use of the platform.

'Signal makes compiling a library of Balderton's media coverage effortless.'