

How Index Ventures use Signal to have eyes and ears across multiple markets

Vojtech Horna is the Director of Communications & Marketing at Index Ventures, a global venture capital firm with offices in San Francisco, London and Geneva. We spoke to Vojtech about his experiences working with Signal.

The challenge

Index Ventures has offices in San Francisco, London and Geneva and a portfolio of over 164 companies in 24 countries. With their previous media monitoring provider, they were only able to track coverage of their own brand as their volume-based pricing made creating additional searches cost-prohibitive. Index Ventures wanted to track relevant news about their portfolio brands and the industries they operate in and share the news with the wider team. They also wanted to use the insights gleaned from data to better inform their communications strategy and plan more effectively.

“We wanted to track a variety of topics in the news globally that relate to the sectors our portfolio companies operate in such as fintech, mobility and retail.” – Vojtech

The solution

Vojtech liked the fact that Signal’s platform is powered by artificial intelligence and can, therefore, process large volumes of global news quickly and accurately. Signal offers unlimited searches and an easy-to-use interface enabling Vojtech to set-up and manage email alerts for the investment team based on their specific areas of expertise. The Signal platform gives the team real-time access to high-quality online sources, print publications plus transcribed TV and radio broadcast content globally. The content sets are comprehensive enough that Index Ventures can view all their relevant sources in Signal and don’t need to search or source content elsewhere.

“The breadth and depth of content with the ease and flexibility of the tool made Signal the right choice for us.” – Vojtech

The results

By using Signal, Index Ventures have a deeper understanding of what's happening globally in the markets that matter to them and their portfolio brands. Email alerts notify the investment team of breaking news whenever and wherever it occurs giving them greater market awareness. They have integrated some of their feeds into Slack channels so they can monitor relevant news from multiple premium sources, such as Factiva if they choose.

The Communications and Marketing team have full visibility of the company's media coverage and the journalists and media outlets talking about the topics that are relevant to them. The analysts at Signal have created reports for them to provide additional insights into their media landscape and the Customer Success team are responsive and efficient in handling any queries from the Index Ventures team.

"We get more for our money by using Signal and the Customer Success team are on hand to ensure we're maximising our use of the platform." – Vojtech



About Index Ventures

[Index Ventures](#) is a London and San Francisco-based international venture capital firm that helps the most ambitious entrepreneurs turn bold ideas into global businesses. Index-backed companies that are reshaping the world around us include Adyen, Deliveroo, Dropbox, Farfetch, Funding Circle, Slack and Supercell. To learn more about Index, visit www.indexventures.com.



About Vojtech Horna

[Vojtech Horna](#) is the Director of Communications & Marketing. He joined Index in 2013. He was previously an account director at Atomic PR, a public relations agency working with technology startups. Vojtech started at the agency's San Francisco headquarters and in 2009 opened Atomic's first international office in London. Prior to Atomic he supported the clients of Ogilvy, Edelman and Weber Shandwick. Vojtech has a BA in Public Relations from the University of Southern California. Vojtech's contribution to the communications industry was recognised with a PRWeek 30 Under 30 Award in 2012.