

Concured

A CASE STUDY



Concured Statistics:

- Founded 2015
- Funded by Ascension Venture Capital
- #69 in Global Disrupt100 list

Concured is an innovative content marketing platform that combines the best of Artificial Intelligence with the latest in Natural Language Processing to serve optimal content marketing to target audiences, easily and adaptably.

Based in Montreal, London, and New York, Concured has won multiple awards and serves global customers such as Barclays, Staples, and M&C Saatchi.

OVERVIEW

Concured began life in 2015 to help content marketers tackle the biggest challenges they face by leveraging the latest advances in Artificial Intelligence. Their motto: "We want all our customers to have an unfair advantage".

Concured's product is a SaaS for Content Marketers, and their product development team uses MongoDB as the core of the system that collects Content alongside Engagement Data, and stores the Topic Scoring metadata generated by their innovative algorithms.

Their R&D and QA teams perform quick checks and queries on MongoDB on a daily basis, and the tools built-in to Studio 3T, such as the Schema Analyzer, allow them to do 80% of these analysis tasks in-place, without having to export data to other tools.

The in-place editing, bulk edit / delete, saves a lot of time and risk involved in scripting this. The Query Builder is a great way to lower the learning curve when bringing new team-members up to speed.

Studio 3T has improved the frequency at which their customers see improvements. It pays for itself within the first month.

SUMMARY

Studio 3T's powerful ease of use has delivered multiple benefits for Concured:

1. It saves them time, and helps them work in a smarter way
2. Schema Analyzer allows 80% of tasks to be done in-place
3. Saves time with in-place editing throughout
4. Visual Query builder dramatically accelerates adoption curve for MongoDB
5. It has sped-up the rate at which they can test hypotheses about their data

Thomas Wilson,
CTO
at Concured,
Montreal, Canada.



"The cost of our team members is measured in Dollars, but the opportunity value of their time is much higher - when Studio 3T saves them time, it means our customers see our product improve even faster. It pays off within the first month. "