

How 1 Second Everyday Triumphs With Mention



1 SECOND EVERYDAY

About Company

1 Second Everyday is an app that prompts you to take one-second videos everyday. These are stitched together into one coherent video.

www.1secondeveryday.com

Company Sector
Technology

Headquarters
Brooklyn, New York

Staff members
<10



Schöneck Shoaf
Co-Founder

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Why they need media monitoring

- 1** Market demographics: Identifying the locations and languages of their global audience.
- 2** Influencer marketing: Finding advocates to spread the word.

How Mention helps

1 - Market demographics

1 Second Everyday monitor their app's popularity on social media. Mention showed a spike in popularity among South Korean Instagram users. They quickly translated their ads to Korean, to target this new market.

They would never have known about their Korean market without Mention's analytics. "We can't explain that crazy spike."

These insights helped the company focus attention on the right markets. "We've been able to enhance our marketing strategy thanks to Mention."

2 - Influencer Marketing

1 Second Everyday are always looking for advocates to help grow their brand. Thanks to Mention's influencer scores, they can react quickly whenever key journalists and bloggers write about them. "Mention does a great job at breaking down the top advocates. We'll say 'this guy has an 85 influencer score, let's engage him.'"

"You've been very present, very reactive, and very friendly, without being a burden."

Let Mention's powerful technology help you monitor your brand, track competitors, manage crises, and generate leads.

[Request Demo](#)

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