



The Birth of Talkback

A Case Study

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How we made it

talkback

Talkback enables the audience to directly access content creators and influencers. The fans can send personal content for them to react to helping to create a more intimate experience and connection between both parties while also giving the content creators new venues for monetization.

While being a simple and elegant concept Talkback required fine-tuning in order to be market ready.

The initial concept while still targeting the creator economy and aiming to bring audiences and creators closer didn't account for what creators really wanted. But how the team realized this shortcoming?

Industry

Creator Economy

Product

Content Monetization

Focus

Product Testing and Validation

Target Persona

Content Creators Highly Engaged with their Audience

The logo for CreatorDB features a stylized arrangement of seven circles in a grid-like pattern. The top row has three dark blue circles. The middle row has two orange circles. The bottom row has two dark blue circles. To the right of this graphic, the text "CreatorDB" is written in a large, dark blue, sans-serif font.

CreatorDB

CreatorDB is an influencer marketing platform that combines big data collection, AI data analysis, and human agents to deliver world-class influencer marketing campaigns.



CreatorDB employs proprietary software to collect 10s of millions of data points daily. Analysis and calculations are performed to obtain accurate metrics and complete situational awareness about influencers and social media.

CreatorDB clients can access the data using the native platform, a flexible API service, or custom data packages.



FACILITATING FAST DECISIONS AND ACTIONS

Talkback's team started with an idea and the will to understand if it was a good market fit. They partnered with CreatorDB for a focused outreach to content creators.

Beginning & Partnership

In the initial phase, the team identified the ratio of the creator's replies to comments as a reliable predictor of interest in their product, speeding up the identification of fitting creators.

Data Analysis & Metric Identification

Thanks to the accuracy and precision of the data at their disposal, valuable feedback was quickly gathered, showing interest in the field they wanted to tackle but not as much in their product.

Feedback Collection

Resources Optimization

While the validation process could be long and taxing, thanks to the data at their disposal, Talkback breezed through it while saving time and resources.

Pivoting

Listening to the feedback they received the team decided to pivot their product towards a better fit for the market.

Inclusive Development

This time the community of interested creators that Talkback nurtured was at the center of the development process to create something they truly wanted.

Launch Preparation & Execution

Based on the interest predictor, Talkback could go back to their data on creators and identify the one to involve in their product launch.

CreatorDB's data gave Talkback the means to take fast and well-informed decisions.

Whether they needed to reach out to creators or perform big data analysis to highlight commonalities they had a swift and dependable way to do so by accessing CreatorDB's data.

HOW WE MADE IT

CONTACT THE RIGHT CREATORS TO VALIDATE THE PRODUCT

Using CreatorDB's Data Packages and API Talkback's team was able to quickly access desired creator contacts and data for outreach and product validation

IDENTIFY CRITERIA THAT CONNECTS THE INTERESTED CREATORS

After extensive data analysis, the ratio at which creators reply to followers' comments is a reliable predictor of interest in Talkback. Therefore the metric was implemented in CreatorDB API and is available for every creator allowing Talkback to scale its effort.

IMPROVE THE PRODUCT AND READY IT FOR THE MARKET

Not all ideas have to be winners. But is important to realize it fast. Thanks to the quality, quantity, and accuracy of CreatorDB's data the Talkback team learned the shortcoming of their first iteration and were fast to pivot to a new and more fitting product.

*"CreatorDB has
been our secret
sauce,
empowering*

*Talkback to
move fast and
make the right
decisions".*



Justin Molineaux
Talkback Founder



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