

Universidad Panamericana

Universidad Panamericana educates people who seek the truth and commit to it, promoting humanism that contributes to the construction of a better world. One of the biggest private institute of education in Mexico, with a presence in Mexico City and more states in the country.

After the events registered on August 21st, 2016, when the journalist Carmen Aristegui announced the alleged plagiarism in the thesis from the President of Mexico, Enrique Peña Nieto, the Universidad Panamericana needed to point out the evolution of the conversation of his alma mater.

As a result of digital listening with Metrics, the Universidad Panamericana better understood its public and managed to effectively communicate the first level of education available to the institution.



SUCCESS BY THE NUMBERS

The listening tool, metrics by KarmaPulse, allowed the Universidad Panamericana to effectively monitor more than 5.000 monthly messages sent to the different accounts of their institutions, as well as to know the viewpoint of more 1.000 monthly readers...

EFFECTIVLY MONITOR

5,000

monthly messages

1,000

monthly readers

...which allows them to focus more on the needs of thier audience and provide the best care to their achievements related to the educational programs offered.