

How a Global Fortune 100 Company Hosted 60 Analyst Interactions Across 3 Days Using Spotlight Oz

The Challenge

The Analyst Relations (AR) team at a global Fortune 100 company faced a high-stakes mission: plan, schedule, and execute a large volume of analyst interactions at their flagship annual event. **The goals were twofold:**

- 1 Deliver seamless, high-quality engagements with analysts.**
- 2 Synthesize and share the feedback efficiently with internal stakeholders across the business.**

The Solution

The team turned to Spotlight Oz to orchestrate the full lifecycle of analyst interactions—from planning through post-event reporting.

With Spotlight Oz's centralized platform, the AR team consolidated all notes, interactions, and insights in one place. They also used Spotlight's Analyst Perception Gauge and robust metrics dashboard to quantify qualitative feedback—transforming anecdotal input into boardroom-ready insights.

EVENT EXECUTION TIMELINE: FROM PLANNING TO WRAP-UP



THE RESULTS

74

74 Individual Analysts Engaged through 60 Analyst Interactions
 Prepped in just a quarter of the typical time and debriefed in 30 minutes each — dramatically increasing efficiency without compromising depth and cutting debrief time in half.

8

8 Analyst Firms Engaged
 Strategically partnered across a variety of firms to maximize market coverage and competitive visibility.

160

160 Actionable Insights Captured
 Qualitative commentary transformed into actionable intelligence — at scale.

30

30 Hours Saved with Spotlight Oz's AI Features
 Spotlight's AI-generated Notes to Insights feature reclaimed nearly a full workweek of manual analysis time.

32

32 Key Metrics Unified
 Gathered into an export-ready dashboard in just 15 minutes — eliminating manual tracking and formatting.

Drive Strategic Impact Through Analyst Engagement

With Spotlight Oz, this Fortune 100 AR team **turned complexity into clarity.** What once required a week of prep and post-mortem was streamlined into a three-day powerhouse of insight and execution.

They didn't just manage 60 analyst interactions—they transformed them into insights that fed strategy across 9 different business units. By centralizing planning, capturing real-time feedback and delivering boardroom-ready metrics, **Spotlight Oz proved that analyst relations isn't just a supporting function it's a strategic engine for business alignment and growth.**