

“As an HR person, I know employee engagement is more than just a buzzword. It’s going to drive our organization’s financial success.”

—Steve Pope, MXM Director of HR

Case Study: Meredith Xcelerated Marketing

Building Engagement, Reducing Turnover

Objectives

- **Reduce turnover:** The agency world is a frantic, fast-paced work environment with an incredibly high turnover rate of around 30%. How could they engage everyone, unify the company’s culture, and combat the chaos caused by constant churn?
- **Unify Culture:** MXM’s parent company had acquired numerous digital agencies and put them under the MXM umbrella.
- **Increase Adoption:** Get one customized, consistent employee experience solution that could help with engagement from day one to day 1,000.

Approach

- Use Behavior Bonus to incentivize hiring
- Use Behavior Bonus for key steps in onboarding
- Regular Rewards and Recognition to create a culture of appreciation
- Highlight interesting recognition in weekly newsletter
- Automatic recognition for service milestones



Founded in 1969, Meredith Xcelerated Marketing (MXM) combines insightful strategy, award-winning creative, and worldclass engineering with a publisher’s mindset. MXM creates effective and relevant content at scale for some of the world’s top brands such as Kraft, Lowe’s, TGIFriday’s and NBC Universal.

Industry: Marketing and Advertising

Size: Over 500 employees

Location: New York, L.A., D.C., Dallas, Detroit, Des Moines, Windsor, and India

Results

96% of employees are engaged with the platform across the company.

Turnover rate cut in half — from 25% to 12.5% — since switching to YouEarnedIt.