

From rogue spreadsheets to real-time insights: How MediaRadar transformed its HR operations with Bob



Founded in
2006

Headquarters
New York, USA

Employees
500

Sites
4

What they do
marketing intelligence company

Highlights

- Bob powers confident, data-driven executive decisions
- Bob consolidates performance and compensation into a connected workflow
- With Bob, HR shifted from reactive admin to strategic leadership

MediaRadar is a marketing intelligence company that helps businesses understand and act on advertising insights. Headquartered in New York, the company has grown globally across the US, Canada, India, and Europe, merging with legacy organizations and inheriting their fragmented systems. This resulted in scattered data, manual work, and challenges in operating as one cohesive team.

MediaRadar turned to Bob for an all-in-one integrated HR platform. With Bob as a single source of truth for people data and workflows, the people team was finally freed from manual admin to focus on strategic work across a global—and mostly remote—workforce. The shift to Bob broke down silos, fostered trust, and created a modern experience that supports the entire organization—employees, the people team, and leadership.



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Samantha Friedman
Chief People Officer, MediaRadar

From disconnected workflows to a unified people platform

As MediaRadar expanded globally, the company found itself operating almost like three separate organizations. Each location brought its own platforms, processes, and review cycles, leading to an inconsistent employee experience across regions. The people team carried the weight of chasing data, manually updating spreadsheets, and reconciling conflicting information. This resulted in many hours spent on administrative tasks, distracting them from investing in strategic projects essential for the business.

MediaRadar needed a platform that could centralize all people data, align processes across the workforce, and continue to support its global growth strategy with clarity and confidence.

Bob stood out immediately for its flexibility and scalability. “As an executive in a very dynamic company that will continue to change, I know that Bob is built to scale with a global organization like ours. It’s incredibly flexible,” says Samantha Friedman, Chief People Officer at MediaRadar.

A three-month rollout built for impact

The move to Bob began with a carefully structured rollout designed to establish a strong operational baseline. MediaRadar began implementation in October with the ambitious goal of going live just three months later—a tight timeline driven by the desire to start fresh for the new year. The team kicked off the process with deep design and configuration sessions with the HiBob team to ensure a foundational layer that would support the company’s short-term and long-term objectives. Rolling out a global **HRIS** in three months required tight coordination, fast decision cycles, and meticulous preparation. The HiBob team stayed closely aligned with MediaRadar throughout—reviewing workflows, validating data models, and ensuring every configuration supported the company’s global scale.

“The combination of product capability and partnership made it clear that we had found the right fit for MediaRadar with Bob,” says Samantha.

MediaRadar launched Bob on schedule, and the transformation was clear after go-live. MediaRadar immediately gained the visibility it had been searching for. For the first time, leaders could see their workforce through one lens—spotting trends early, identifying risks before they grew, and supporting teams with confidence rather than guesswork.

Data-driven compensation that builds confidence and consistency

A key part of the shift was unifying performance and compensation—previously managed in separate systems—into one connected flow through Bob. Self-reflections, manager and peer feedback, goals, and survey results now converge in a single platform. Leadership can evaluate impact using real-time data across the entire global workforce, giving managers the clarity to spot trends, anticipate risks, and reward performance with confidence. Employees experience a consistent, structured process regardless of location, creating a fair approach to growth and recognition.



“Bob helped us become more strategic by giving us a level of visibility and transparency that our organization never had before. Being able to analyze trends, identify risks, and proactively support leaders with insights grounded in transparent data was a game-changer for us.”



Samantha Friedman
Chief People Officer, **MediaRadar**

For the people team, using Bob freed up hours each week to focus on what matters most: understanding what motivates employees, supporting their growth, and strengthening the culture that drives MediaRadar forward. “Bob helped us become more strategic by giving us a level of visibility and transparency that our organization never had before,” says Samantha. “Being able to analyze trends, identify risks, and proactively support leaders with insights grounded in transparent data was a game-changer for us.”

Regarding Media Radar’s culture, Bob’s Kudos has proved to be a winner. This feature has fostered a culture of celebration where recognition and appreciation are woven into the day-to-day—strengthening cross-functional relationships and breaking down silos.

All of these changes—from visibility to cultural adoption—built something more fundamental: trust. “For us, the biggest win with Bob has been trust,” says Samantha. “Our employees and leaders know that the information is accurate and accessible, and the people team is empowered with reliable data and efficiency.” The validation came full circle in CEO roundtables, where employees praised Bob as central to their work experience. “We talk about Bob so much,” Samantha adds. “It’s like another team member.”

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Main takeaways

- Bob saves HR hours of manual work, freeing the team to focus on culture and strategic partnership
- Bob provides a single source of truth for Media Radar’s global and distributed team
- Performance and compensation flow as one fair, seamless workflow
- Bob delivers accurate, real-time visibility across the organization



Integrations

 Workable

 Slack

 ADP

Favorite Bob features

 Talent

 Compensation

 Core HR