QlikView

QLIKVIEW FOR MEDIA: CAMPAIGN PLANNING AND PERFORMANCE

Formulating Future Success Across All Channels

CHALLENGE

Continuing industry shifts impact operations, distribution, consumer marketing, advertising performance, supply chains, content protection, and more.

Decreasing advertising revenues, diluted across fragmented channels, along with new players and channels all increase pressure on content creators and aggregators. Media companies must keep their often segregated business units' strategies aligned through a continuously updated knowledge of the sales situation and customer profitability.

The calculation of success indicators for advertising campaigns is becoming ever more difficult in times of hybrid purchasing models and primary data sources. A limited view on the entire business can hide opportunities for improvement on acquisition and reduction of churn, sales and marketing performance, financial management and monitoring advertising. Links and comparisons must be made between diverse databases and data types for accurate forecasting and better informed decision-making.

SOLUTION

QlikView and the partner community have built a number of 'QlikView Apps' to address and demonstrate capabilities related to this media solution area.

QlikView Media Campaign Planning and Performance apps empower individuals and groups to help plan and predict future spend to the benefit of all parties by allowing them to:

- Analyze client data and assemble client reports and dashboards
- Visualize market opportunities to enhance the effectiveness of marketing campaigns, stimulate the development of new analyses and help construct predictive scenarios
- Increase consultancy quality, presenting planning-relevant, client-specific information on ad campaigns in a single-view dashboard
- Track campaign performance in an instant on desktop or mobile devices; analyze average selling prices of ads, ad traffic and demographics, and customer-preferred products for an up-to-date view on current campaigns
- Take advantage and rapidly leverage complex syndicated data
- Evaluate marketing data in a historical context, putting together ROI indicators by individual client requirements without recourse to IT

CUSTOMER EXAMPLES

- META (part of WPP) – deploys QlikView to develop applications which meet customer needs for enhanced consumer insight
- SinnerSchrader – increases consultancy quality and client loyalty by using QlikView to analyze online marketing data to present planning-relevant, client-specific information on advertising campaigns
- TietoEnator Telecom & Media – uses QlikView as an analysis and reporting complement to cross-advertising which is deployable within 2-3 days

Example: Integrated Campaign Planning Application for Billboard Advertising Coverage Strategy within Airports

> " QlikView has made us a more valuable business partner. Giving our clients the ability to analyze the effectiveness of all aspects of their promotional strategies in concrete terms gives us a real competitive advantage. "
>
> Jim Williams, Vice President of Analysis, Exmplar

ABOUT QLIKVIEW

QlikView is the leading Business Discovery platform, delivering true self-service BI that empowers the business user by driving innovative decision-making.

Contact your QlikView representative to schedule a discussion and live demonstration related to this solution area.
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