



An interview with Joan D'Souza, Research Director at GroupM

Helping our clients win with RADTracker.



Tell us a bit about your company

GroupM is the world's largest media investment group with more than \$113.8bn billings (RECMA 2018). We're responsible for one in three ads globally. We offer the intelligence to find or create valuable audiences, the power to engage them most effectively and efficiently, and the ability to create desired marketing outcomes.

What are your challenges around radio?

The media industry is only getting more competitive. Providing better insights to our clients and creating successful plans is always a goal. When it comes to radio, we know it plays an important role in the Canadian landscape. Listenership and advertising spends are relatively stable over the years. It is still the #1 source for Canadians to access audio content. Moreover, music streaming is proving to supplement, not replace listening habits. Given the strength of the medium, it is extremely important for us to invest in tools to monitor how radio is being planned and utilized for our clients and their competition.

“As GroupM, we believe our investments in data and technology help our clients win in an intensely competitive marketplace.”

Why did you choose NLogic's RADTracker?

NLogic has a proven track record with broadcast media and a strong focus on developing and supporting industry-leading technical tools. We needed to add NLogic's radio ad tracking software; RADTracker, to make our radio planning and buying more effective and efficient. We also wanted a tool that wasn't cumbersome or difficult to use. Through NLogic's training and intuitive software, we knew no time would be wasted adopting this new tool.

“RADTracker makes our planning and buying more effective and efficient”

What process did you go through with the data to achieve your end result?

RADTracker was seamlessly integrated with our planning process. Data is updated within days of spots actually airing. RADTracker provides us with data on the stations, the daypart mix, and number of GRPS, giving us insight into a brand and its competitor's strategy. This helps us plan and buy efficiently to be effective within the category.

How has the data enabled you to move your business forward?

Traditional media is constantly facing challenges from the digital world. This has placed great importance on metrics and the ability to validate the effectiveness and efficiencies of each media. Having accurate, timely data from RADTracker helps shape our media plans and buying strategies and provides impeccable proof of our capabilities.

Strengthen your competitive intelligence around radio to improve your planning and sales efforts with RADTracker. Contact us today to learn more.

Making data make sense. nlogic

