Marketing Tracker

- Marketing Tracker offers **analytical** dashboards and data analyses, allowing users to drill down and pivot raw data

Marketing Tracker – A powerful dashboard with a huge set of functions to help you create a wide range of data visualisations for different needs

Discovering trends - time series charts
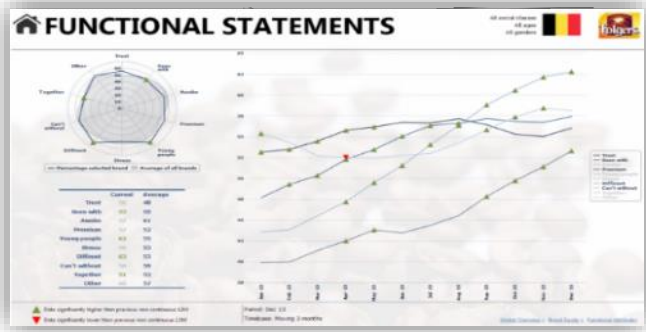
Business process alerting (infographic)
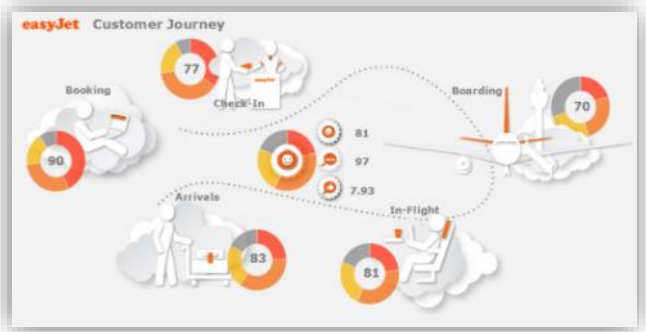
Traffic light - Overall KPI dashboard

Decomposition analysis – root causes

Our Marketing Tracker dashboards can integrate data from many different data sources – typically sales and marketing sources such as Nielsen, SAP, Media agency data and Digital data
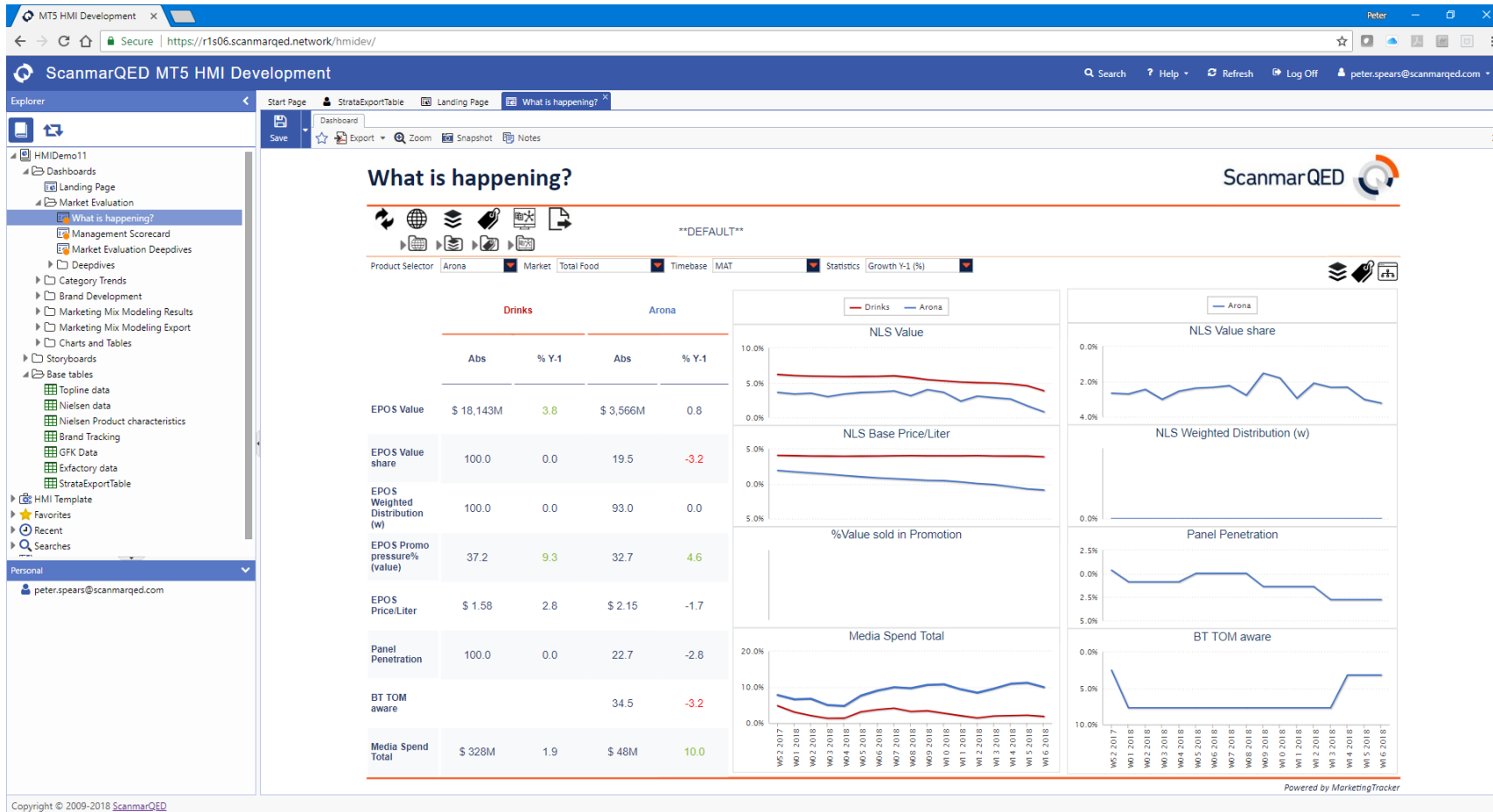
Here we see data in our Harmonized Market Insight (HMI) solution

The data in these tools may be extracted for other purposes with an appropriate connector. For example, we may wish to create a data set for export to our Marketing Mix Modelling solution strataQED

In this example, someone has created a table of data that will be exported into the mix modelling dataset.

Note that as source data is updated, so this table is instantly refreshed.

In our strataQED package, we can open up our database connection wizard and add a Marketing Tracker connection to import the appropriate data ready for MMM

Data connections are established, users specify which data to import – which brands / regions / dates – then data is extracted in the traditional way into the strataQED repository

Data is then imported and ready for analysis – plus the connection is established and can be refreshed at the click of a button providing the latest data straight to the analyst's desktop
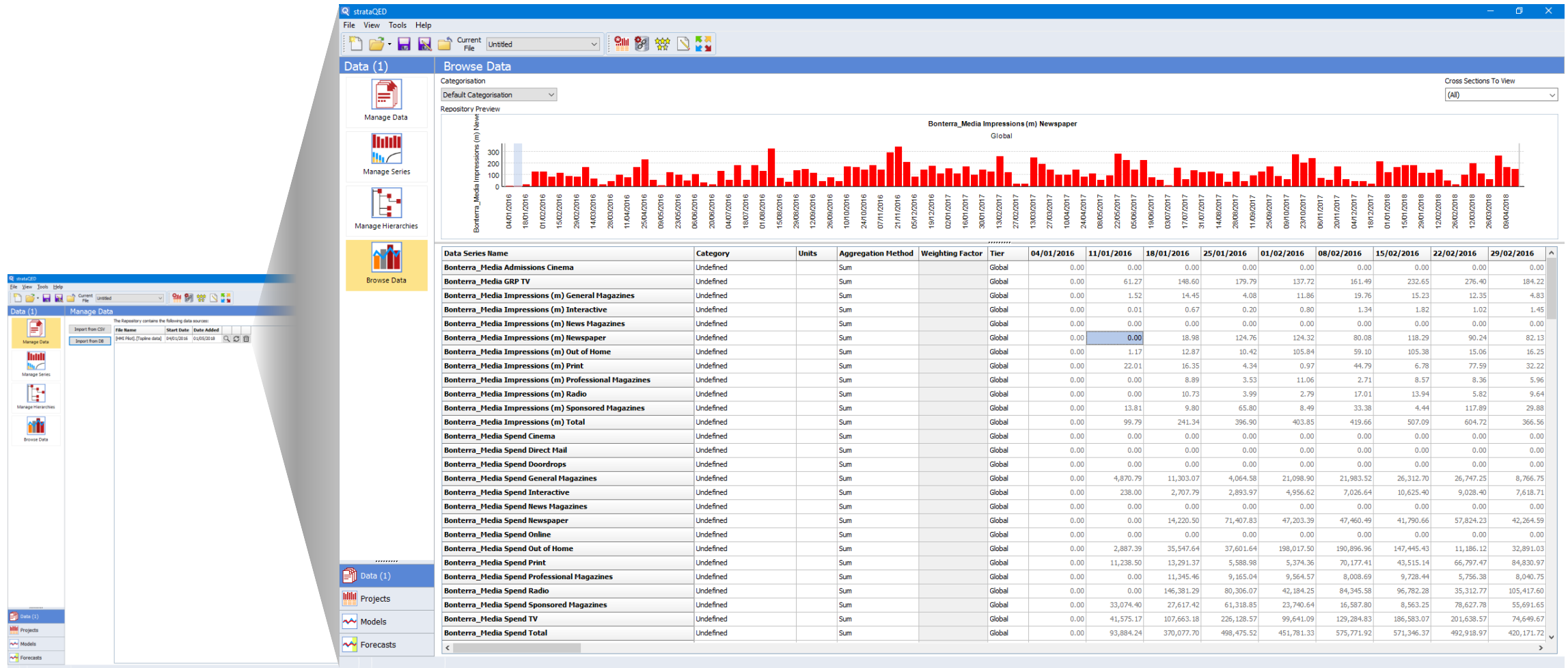
Here we see the data from the HMI application now available for analysis in strataQED

FastTrack

What is FastTrack?

FastTrack Modeler is an efficient solution for interactive visualisation, based on Research agency products and/or standard offering. It helps add value to the client relationship at lower costs, through back-end automation and exceptional front-end visualisation.

How does it work?

Once the initial setup has been done, it's easy to load the data and make any necessary client-specific customisations; FastTrack comes with pre-setup dashboards tailored towards agency requirements. Subsequent waves of a study can be loaded automatically; the dashboards will be refreshed to show the latest information.

Inputs required

- Survey data – in an easy to produce flat file structure.
- Additional supporting data (e.g. GRPs or media spend) can optionally be added.

Typical outputs

Effortlessly produce a standardised set of stunning dashboards. This allows the agency to focus on delivering added value by interpreting insights, rather than focussing on getting a PowerPoint report out to their client.

The dashboards set up within FastTrack allow your clients to get better data-driven insights with additional drill-down capabilities and cross-market analysis where required.

Who is it for?

FastTrack is designed for Market Research and Media agencies, by people who are experts in this field. This ensures that the FastTrack solution will take care of the oddities in MR data, but also allows for the standard data analysis (e.g. significance testing over time).

Case Study Example

A leading Global Marketing Research agency uses the FastTrack platform to enhance their offer with interactive dashboards at low cost and with a short setup time.

The Results

Over 60 studies are being reported through the FastTrack platform. It gives the agency the ability to offer interactive dashboards:

- At low costs
- Short set-up times (generally about 1 week)
- Fast data updates (generally just a couple of hours)
- Improve on quality