

Marketing Tracker

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

Scanmar MarketingTracker

Start Page Demo table

Report Formatting

Save Copy Export Pivot Select RuleSelect Filter Custom Members fx Custom Analytics

Page: Channel Facts Product Statistics Timebase

Rows: Geography

Columns: Period

TotChannel Sales Total Prod Absokute Month

| | Jan 2011 | Feb 2011 | Mar 2011 | Apr 2011 | May 2011 | Jun 2011 | Jul 2011 | Aug 2011 | Sep 2011 | Oct 2011 | Nov 2011 | Dec 2011 |
|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|----------|
| World | \$ 409.713 | \$ 411.917 | \$ 414.318 | \$ 416.455 | \$ 506.011 | \$ 509.849 | \$ 427.220 | \$ 431.034 | \$ 431.804 | \$ 435.853 | \$ 550.094 | |
| Americas | \$ 134.002 | \$ 135.188 | \$ 135.647 | \$ 136.552 | \$ 166.109 | \$ 166.769 | \$ 141.139 | \$ 141.879 | \$ 140.443 | \$ 141.188 | \$ 178.745 | |
| Canada | \$ 30.564 | \$ 31.110 | \$ 31.411 | \$ 31.133 | \$ 38.095 | \$ 38.012 | \$ 32.242 | \$ 32.128 | \$ 32.391 | \$ 32.566 | \$ 40.306 | |
| Calgary | \$ 12.147 | \$ 12.152 | \$ 12.104 | \$ 11.816 | \$ 14.066 | \$ 14.003 | \$ 11.714 | \$ 11.901 | \$ 11.966 | \$ 11.956 | \$ 14.986 | |
| Toronto | \$ 7.048 | \$ 7.368 | \$ 7.566 | \$ 7.437 | \$ 8.833 | \$ 8.732 | \$ 7.384 | \$ 7.255 | \$ 7.175 | \$ 7.342 | \$ 9.419 | |
| Edmonton | \$ 3.948 | \$ 3.977 | \$ 4.067 | \$ 3.998 | \$ 4.923 | \$ 4.888 | \$ 4.023 | \$ 4.071 | \$ 4.140 | \$ 4.196 | \$ 5.240 | |
| USA | \$ 67.791 | \$ 68.015 | \$ 67.813 | \$ 68.837 | \$ 83.653 | \$ 84.402 | \$ 71.951 | \$ 72.277 | \$ 70.444 | \$ 70.414 | \$ 90.324 | |
| LA | \$ 30.699 | \$ 30.989 | \$ 30.327 | \$ 30.934 | \$ 37.655 | \$ 37.508 | \$ 32.552 | \$ 33.210 | \$ 32.138 | \$ 31.456 | \$ 40.509 | |
| Dallas | \$ 12.458 | \$ 12.426 | \$ 12.509 | \$ 12.876 | \$ 15.165 | \$ 15.814 | \$ 13.306 | \$ 13.011 | \$ 12.635 | \$ 13.001 | \$ 17.105 | |
| NYC | \$ 6.939 | \$ 6.827 | \$ 7.079 | \$ 6.955 | \$ 8.111 | \$ 8.111 | \$ 7.134 | \$ 7.063 | \$ 6.994 | \$ 7.169 | \$ 9.266 | |
| SouthReg | \$ 35.647 | \$ 36.063 | \$ 36.423 | \$ 36.582 | \$ 44.111 | \$ 44.111 | \$ 36.946 | \$ 37.474 | \$ 37.608 | \$ 38.208 | \$ 48.115 | |
| Monterrey | \$ 12.379 | \$ 12.527 | \$ 12.715 | \$ 12.877 | \$ 15.655 | \$ 15.790 | \$ 12.956 | \$ 13.280 | \$ 13.243 | \$ 13.327 | \$ 16.537 | |
| MexCity | \$ 7.114 | \$ 7.269 | \$ 7.259 | \$ 7.461 | \$ 9.411 | \$ 9.390 | \$ 7.579 | \$ 7.441 | \$ 7.525 | \$ 7.870 | \$ 10.050 | |
| Caracas | \$ 6.818 | \$ 6.831 | \$ 6.881 | \$ 6.729 | \$ 8.044 | \$ 8.044 | \$ 6.903 | \$ 6.967 | \$ 7.109 | \$ 7.206 | \$ 9.249 | |
| Australia | \$ 98.741 | \$ 98.961 | \$ 98.818 | \$ 99.081 | \$ 120.091 | \$ 121.015 | \$ 101.230 | \$ 101.906 | \$ 102.927 | \$ 103.536 | \$ 130.195 | |
| EastAust | \$ 50.307 | \$ 50.545 | \$ 50.346 | \$ 50.519 | \$ 61.246 | \$ 61.165 | \$ 51.006 | \$ 51.444 | \$ 52.430 | \$ 52.927 | \$ 67.181 | |
| Sydney | \$ 15.004 | \$ 15.173 | \$ 15.020 | \$ 15.024 | \$ 18.042 | \$ 18.187 | \$ 15.038 | \$ 15.029 | \$ 15.387 | \$ 15.544 | \$ 19.664 | |
| Brisbane | \$ 14.259 | \$ 14.331 | \$ 14.133 | \$ 14.349 | \$ 17.551 | \$ 17.328 | \$ 14.258 | \$ 14.547 | \$ 14.827 | \$ 15.089 | \$ 19.274 | |
| Melbourne | \$ 6.900 | \$ 6.976 | \$ 7.001 | \$ 6.931 | \$ 8.561 | \$ 8.505 | \$ 7.296 | \$ 7.533 | \$ 7.654 | \$ 7.700 | \$ 9.719 | |
| CntlAust | \$ 19.827 | \$ 20.009 | \$ 20.062 | \$ 20.107 | \$ 24.447 | \$ 24.599 | \$ 20.605 | \$ 20.689 | \$ 20.804 | \$ 21.126 | \$ 26.827 | |
| Adelaide | \$ 6.912 | \$ 6.980 | \$ 6.930 | \$ 6.975 | \$ 8.465 | \$ 8.669 | \$ 7.218 | \$ 7.349 | \$ 7.352 | \$ 7.301 | \$ 9.230 | |
| Darwin | \$ 6.735 | \$ 6.732 | \$ 6.676 | \$ 6.691 | \$ 8.077 | \$ 7.937 | \$ 6.646 | \$ 6.752 | \$ 6.803 | \$ 7.003 | \$ 8.815 | |
| BrkHill | \$ 3.720 | \$ 3.790 | \$ 3.927 | \$ 3.831 | \$ 4.705 | \$ 4.830 | \$ 4.083 | \$ 3.998 | \$ 4.082 | \$ 4.147 | \$ 5.362 | |
| WestAust | \$ 28.607 | \$ 28.407 | \$ 28.410 | \$ 28.455 | \$ 34.998 | \$ 35.251 | \$ 29.619 | \$ 29.773 | \$ 29.693 | \$ 29.483 | \$ 36.187 | |
| Perth | \$ 16.906 | \$ 16.527 | \$ 16.725 | \$ 16.685 | \$ 20.443 | \$ 20.594 | \$ 17.308 | \$ 17.474 | \$ 17.382 | \$ 17.000 | \$ 21.233 | |

Easy 'slice and dice'

live drill down and dynamic formatting

Custom Analytics - Facts

Dimension: Facts Scope: Embed

fx New Custom Analytic

Name: New Custom Analytic

Label: Value

Facts: Value

Qualifiers: Use Qualifiers

Dimension: Qualifier

Facts: Value

Operator: Division

Qualifiers: Use Qualifiers

Dimension: Qualifier

Facts: 'Units'

Lag: 0

Hidden:

OK Apply Cancel

Create your own KPIs

Custom Members - Product

Dimension: Product Scope: Embed

fx New Custom Member

Name: New Custom Member

Label: Value

Long Label: Value

Short Label: Value

Product - Ge... Value

Values To Add: Select Values X Total Prod

Values To Subtract: Select Values X Necessary Div

OK Apply Cancel

Create your own Subtotals

Selectors

Dimension: Geography

Stored Selection: X

Hierarchy: Geography Hierarchy

Label: Short Label

Full Dimension Selection:

Select/Exception Filter: Remark

- Raw Selections
- Hierarchy and Related Selections
- Top/Bottom and Exception Selections
- Select the top or bottom X items
- Select the top or bottom X percent of the items
- Select items where a measure is (not) present
- Select items where a measure is greater than (or equal to) X
- Select items where a measure is equal to X
- Select items where a measure is less than (or equal to) X
- Select items where a measure lies between X and Y
- Composite Selections
- Output DIM Selections
- Stored Selections
- Sorting

Select: Top | For measure: Sales | without base dimension

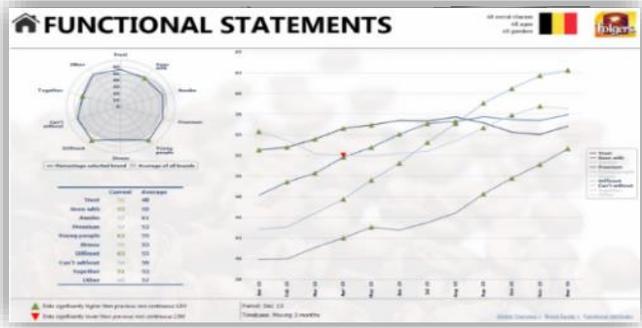
OK Apply Cancel

Make simple and advanced selections



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)



JUST THE FACTS

TELL A STORY

Traffic light - Overall KPI dashboard



Decomposition analysis – root causes

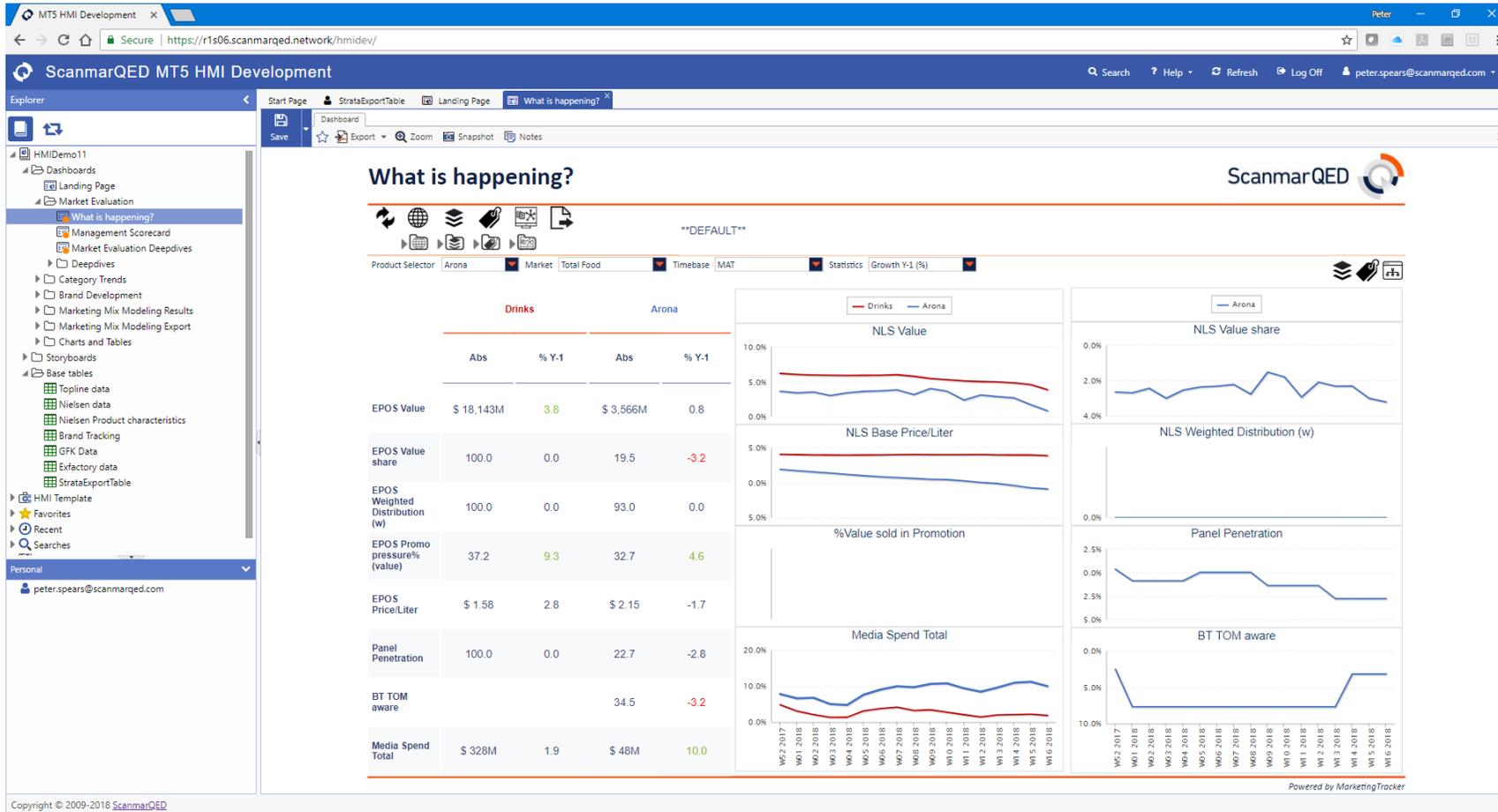


FORM

FUNCTION



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

The screenshot displays the ScanmarQED MT5 HMI Development interface. The browser address bar shows the URL: <https://r1s06.scanmarqed.network/hmidev/>. The interface includes a navigation pane on the left with a tree view containing folders like 'Dashboards', 'Market Evaluation', 'Category Trends', and 'Base tables'. The 'StrataExportTable' is highlighted in red in the tree view. The main area shows a data table with the following structure:

| | Media Admissions Cinema | Media GRP TV | Media Impressions (m) General | Media Impressions (m) Interactive | Media Impressions (m) News Magazines | Media Impressions (m) Newspaper | Media Impressions (m) Out of Home | Media Impressions (m) Print | Media Impressions (m) Professional | Media Impressions (m) Radio | Media Impressions (m) Sponsored | Media Impressions (m) Total |
|-------------------|-------------------------|--------------|-------------------------------|-----------------------------------|--------------------------------------|---------------------------------|-----------------------------------|-----------------------------|------------------------------------|-----------------------------|---------------------------------|-----------------------------|
| Total Food | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| North | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| East | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| South | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| West | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Central City | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Southern Islands | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Northern Islands | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Food | 601 | 0 | 0 | 3 | 0 | 31 | 22 | 0 | 0 | 0 | 1 | 722 |
| North | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| East | 0 | 64 | 0 | 3 | 0 | 24 | 0 | 0 | 0 | 0 | 0 | 91 |
| South | 601 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 601 |
| West | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| Central City | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Southern Islands | 0 | 0 | 0 | 0 | 0 | 0 | 22 | 0 | 0 | 0 | 0 | 22 |
| Northern Islands | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 0 | 0 | 0 | 0 | 7 |
| Total Food | 6,119 | 0 | 0 | 3 | 0 | 43 | 22 | 24 | 1 | 2 | 3 | 6,349 |
| North | 1,166 | 0 | 0 | 2 | 0 | 0 | 0 | 21 | 0 | 0 | 0 | 1,189 |
| East | 2,764 | 66 | 0 | 1 | 0 | 27 | 0 | 0 | 0 | 1 | 0 | 2,859 |

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

strataQED - Database Import Wizard

Get Data from Marketing Tracker

Get Reports (7)

- Topline data
- Nielsen data
- Nielsen Product characteristics
- Brand Tracking
- GFK Data
- Exfactory data
- StrataExportTable

Get Report Meta Data

Period Type: Linear

Periods: 2016/01/04, 2016/01/11, 2016/01/18, 2016/01/25, 2016/02/01, 2016/02/08, 2016/02/15, 2016/02/22, 2016/02/29, 2016/03/07, 2016/03/14, 2016/03/21, 2016/03/28, 2016/04/04, 2016/04/11, 2016/04/18, 2016/04/25, 2016/05/02, 2016/05/09, 2016/05/16, 2016/05/23, 2016/05/30

Regions: Global, Central City, Southern Islands, Northern Islands, West, North, East, South

Filter: Start Period: 2016/01/04, End Period: 2018/04/16

Products: Select All

- Arona
- Bonterra
- Cor
- Dezir
- Elxia
- Fiji
- Gordon

Regions: Select All

- Total Food
- Central City
- Southern Islands
- Northern Islands
- West
- North
- East
- South

Cancel Help Limit Preview Grid Size (50x50) Back Next

CSV File Format

Please indicate whether the series in the CSV file are arranged in rows or columns. Please note: in subsequent screens, series will be displayed in columns and the CSV values transposed if necessary.

Series arranged in columns, time in rows Series arranged in rows, time in columns

| Series | | | | Time | | | |
|------------|-------------|--------------|-------|--------------|------------|------------|------------|
| Date | Sales Value | Sales Volume | Price | Date | 2013-01-01 | 2013-01-08 | 2013-01-15 |
| 2013-01-01 | 0.55 | 0.01 | 0.45 | Sales Value | 0.55 | 0.19 | 0.62 |
| 2013-01-08 | 0.19 | 0.24 | 0.46 | Sales Volume | 0.01 | 0.24 | 0.28 |
| 2013-01-15 | 0.62 | 0.28 | 0.83 | Price | 0.45 | 0.46 | 0.83 |
| 2013-01-22 | 0.91 | 0.84 | 0.65 | Distribution | 0.70 | 0.90 | 0.59 |
| 2013-01-29 | 0.70 | 0.23 | 0.93 | Promo 1 | 0.91 | 0.40 | 0.13 |
| 2013-02-05 | 0.58 | 0.56 | 0.36 | Promo 2 | 0.22 | 0.42 | 0.20 |
| 2013-02-12 | 0.45 | 0.06 | 0.23 | Promo 3 | 0.33 | 0.13 | 0.59 |

File preview:

| Period | Region | Bonterra_Media Admissions Cinema | Bonterra_Media GRP TV | Bonterra_Media Impressions (m) | General Magazines |
|------------|--------------|----------------------------------|-----------------------|--------------------------------|-------------------|
| 2016/01/04 | Central City | 0 | 0 | | |
| 2016/01/11 | Central City | 0 | 61.27157054 | | |

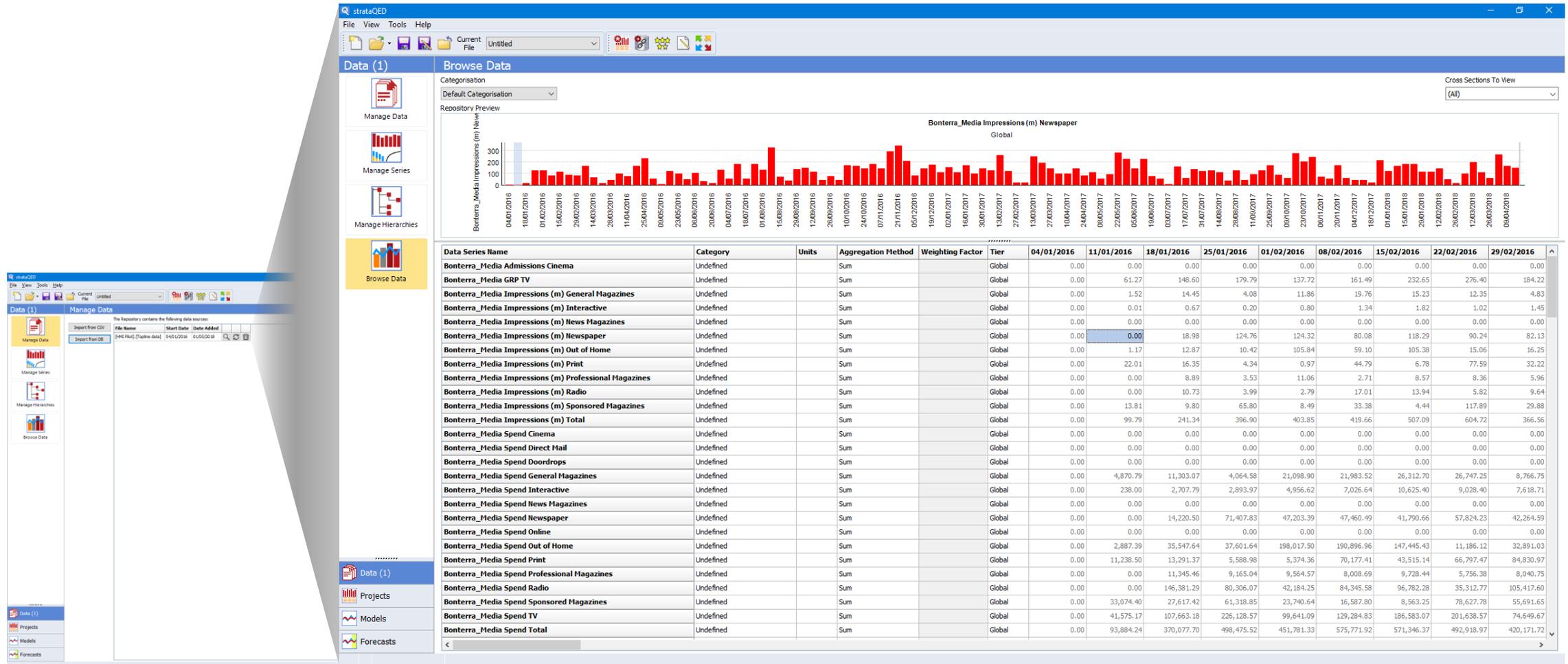
Field Separator: , Decimal Separator: . Thousands Separator: , Quote Character: "

Cancel Help Limit Preview Grid Size (50x50) Back Next Finish

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

