

# 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

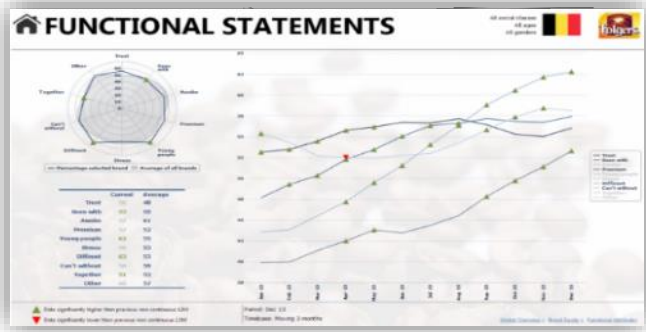
OK Apply Cancel

Make simple and advanced selections

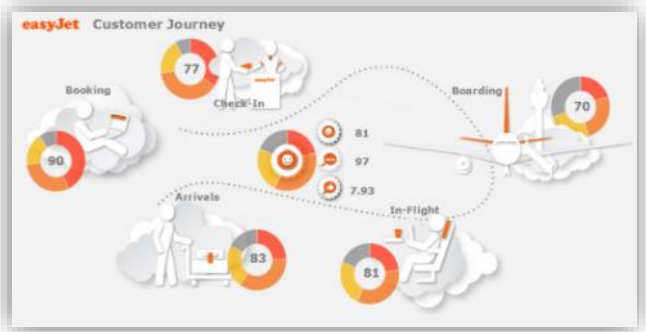


# Marketing Tracker – A powerful dashboard with a huge set of functions to help you create a wide range of data visualisations for different needs

Discovering trends - time series charts



Business process alerting (infographic)



JUST THE FACTS

Traffic light - Overall KPI dashboard



TELL A STORY

Decomposition analysis – root causes

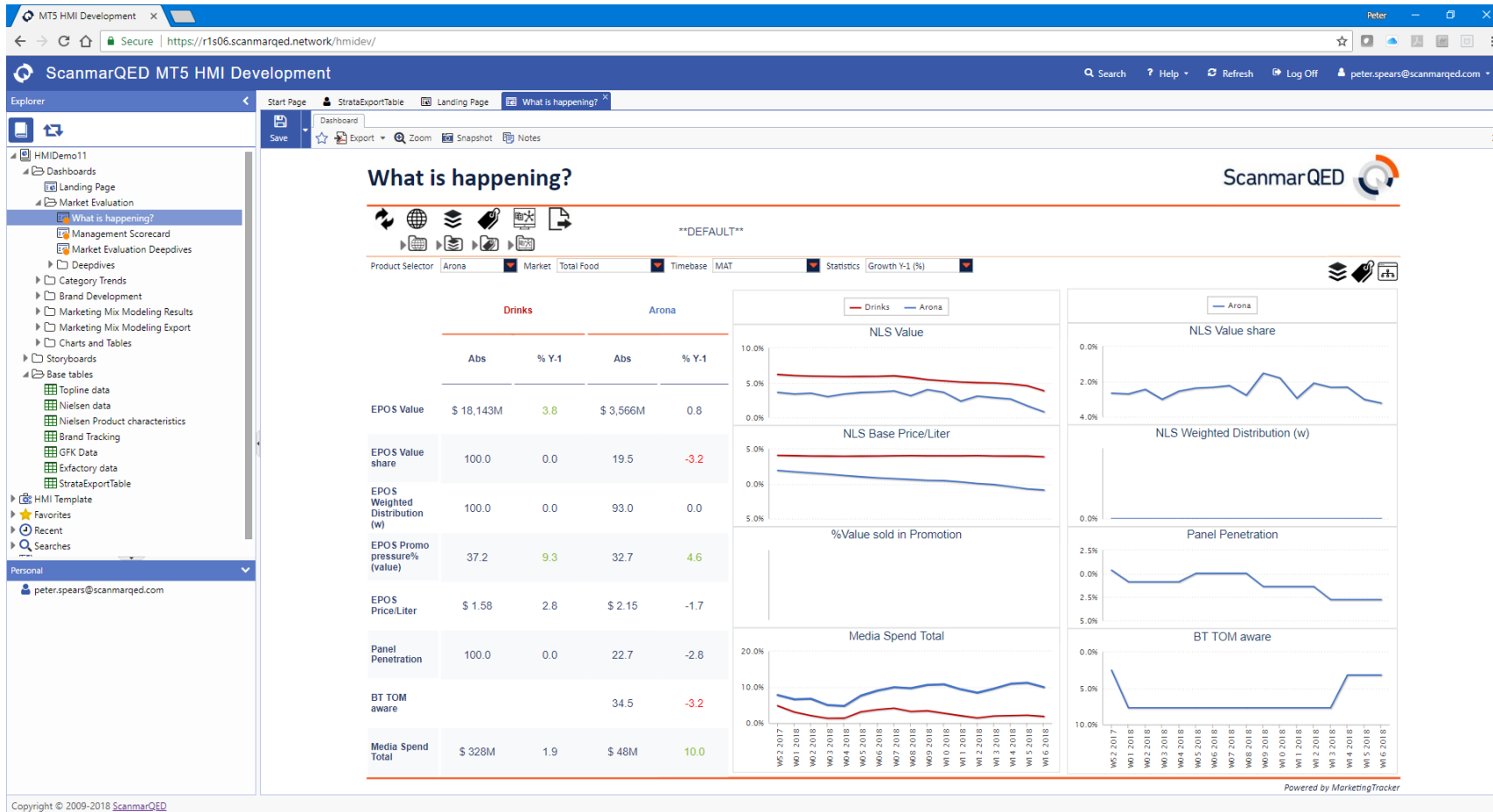


FORM

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 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
W01 2016												
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
W02 2016												
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
W03 2016												

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

The screenshot shows the strataQED Database Import Wizard interface. The main window is titled "strataQED - Database Import Wizard" and is currently on the "Get Data from Marketing Tracker" step. The interface includes a "Get Reports" section with a list of reports: Topline data, Nielsen data, Nielsen Product characteristics, Brand Tracking, GFK Data, Exfactory data, and StrataExportTable. The "Get Report Meta Data" section shows a "Period Type" of "Linear" and a list of "Periods" from 2016/01/04 to 2016/05/30. The "Regions" section shows a tree view with "Global" expanded, listing "Central City", "Southern Islands", "Northern Islands", "West", "North", "East", and "South". The "Filter" section shows "Start Period" as 2016/01/04 and "End Period" as 2018/04/16. The "Products" section has "Select All" checked, and the "Regions" section also has "Select All" checked. A "CSV File Format" dialog is open, showing options for "Series" and "Time" arrangement. The "Series" section has "Series arranged in columns, time in rows" selected. The "Time" section has "Time in rows" selected. The "File preview" section shows a table with columns for "Period", "Region", "Bonterra\_Media Admissions Cinema", "Bonterra\_Media GRP TV", "Bonterra\_Media Impressions (m)", and "General Magazines". The preview shows data for periods 2016/01/04 and 2016/01/11 for the Central City region.

Database Connection Setup

Connection: HME File

Available DB Tables: jmc-rtmc

Data Repository Entry Name: [SQL-strings]@sql-scannerqd-network-hmde\data/service.exe user=system\_admin@scannerqd.com password=\*\*\*\*\*

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

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:

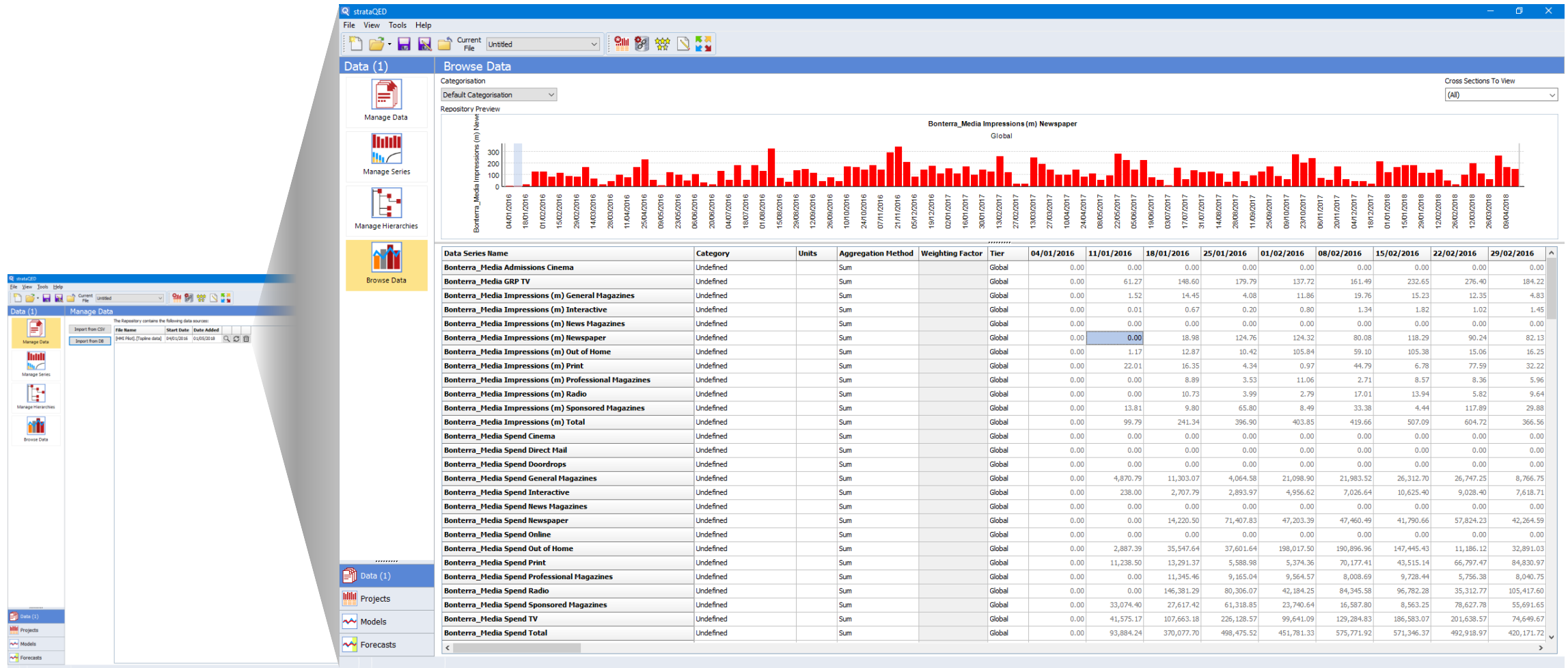
Period	Region	Bonterra_Media Admissions Cinema	Bonterra_Media GRP TV	Bonterra_Media Impressions (m)	General Magazines
2016/01/04	Central City	0	0		
2016/01/11	Central City	0	61.27157054		

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

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

