

# Data provision or the art of actionable insights

Contact us for advice

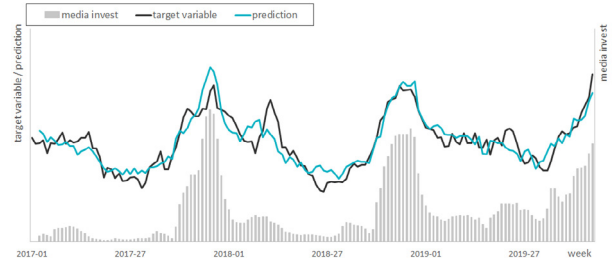
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## Summary

### Defining the issue

Modern marketing offers multiple opportunities to collect and aggregate data, including data about customer response to campaigns, how the campaign is running, promotion impact and competitor activities. But how do you make sense of all this information and retrieve valuable information from it?

**Example:** A blue-chip beverage manufacturer wants to know which media channel is having the most impact on its sales volumes. Media investments obviously need to be considered as does competition. However, there are additional factors that also play a role here such as weather (which has a known impact on beverage consumptions), major sporting events and which promotions are currently active. The next step is to combine media investments being made and their performance (delivery results) with data about competition and pricing structure into a data flow.



A dashboard is then built on this basis to keep track of results and enable effective response in case of media erosion.

#### What is the best approach?

1. Define the objective, which questions you are going to address, what actions you want to take
2. Identify which data sources and metrics you need to be able to measure, track and optimize
3. Gather and connect the data sources available
4. Define the sources and their priority for building scenarios including combining data sources to give you a clearer picture

5. Assess the size and impact of each element to address your target
6. Organize the data flow to visually represent the elements involved in each target

#### When to use it?

Any sources providing figures or output that can be coded as figures can be analyzed and added as a potential parameter to assess the impact of performance. Having granular, well-structured data

shows you how past campaigns have fared (reporting) and how and where you can improve future campaigns (optimization).

#### What is important to note?

- This requires access to a regularly updated dataset. This can be fetched through API, S3 or FTP, for example.
- The granularity of insights is directly linked to the quality of the data provided.