

# Efficient Data Reporting Greatly Increases Skandia's Decision Making

*Dapresy Automatically Integrates Multiple Data Sources to Empower Skandia to Quickly Make Important Marketing Decisions*



*"We went from a cumbersome manual process of compiling tracking and reporting marketing data from five web and server data sources to an automatic one that gives us the latest, most accurate information in an easy-to-use format."*

**Kristofer Stillman**  
Strategic Planner, Skandia

## ABOUT SKANDIA

Skandia is one of Sweden's major insurance and banking providers. They work with approximately 1.2 million customers.

## ABOUT HOWCOM

HowCom is an insights-driven media agency with a business model that challenges traditional media agencies. It believes in total transparency and returns all media agency commissions to its clients.

This allows it to be completely objective in recommendations and to fully focus on the cooperation with their clients as well as any other agencies they might have.

## THE CHALLENGE

Previously, Skandia tracked a number of marketing metrics such as brand strength and online presence through several web and server-based data sources.

Some of this information, such as web traffic statistics, was stored and analyzed in Adobe Analytics, while other data, such as media metrics, came from thirdparty sources. These data had to be manually combined with other information to provide a full analysis of marketing activities.

All told, Skandia was tracking and reporting on website traffic (e.g. metrics such as time

## THE CHALLENGE CONT.

spent on site, pages viewed), social media (e.g. engagement from Facebook and LinkedIn), traditional brand tracking, media monitoring (e.g. media coverage), and media investment (e.g. gross media spend).

To add further complications to the reporting process, some of the data was available hourly, while other data was only available on a daily, weekly or monthly basis. This proved to be a serious challenge to efficiently report the information accurately, resulting in delays and inconsistent reports.

## THE SOLUTION

Companies all over the world are transforming their market research reporting with Dapresy. Our deep functionality supports all types of market research projects, including [brand and marketing](#), [customer experience](#), [ad hoc](#), and [syndicated](#) research. Dapresy enables organizations to act on their data – faster and with greater confidence.

Skandia began using Dapresy for their [data reporting](#) needs earlier this year. Their [dashboard](#) is primarily used by Skandia's marketing and communication department. Each group of employees, from website specialists to brand trackers to media specialists use different dashboard views to monitor their specific data.

In addition, the dashboard is accessible to other stakeholders, including sales management and business management, allowing them to see toplevel information that the others cannot. Skandia also shares their dashboard reports with their various marketing agencies.

*“Today,”* noted Kristofer Stillman, strategic planner at Skandia, *“our data from five different sources, including Adobe Analytics, the web, and other thirdparty sources are automatically imported into Dapresy as soon as new data is available. Now, we always have the latest, most accurate information to act on, allowing us to easily monitor the KPI’s for marketing and communications.”*

By using Dapresy's SaaS software, Skandia can now quickly get direct feedback on the impact of marketing campaigns and detect the impact of publicity – positive or negative – while spotting any issues.

The major benefits for Skandia are the ability to consolidate their multiple data sources, have a more constant data feed, and the overall improvement of the reporting quality. Dapresy has brought great value to the marketing department, giving them the power to quickly access data at any time.

*“Dapresy provides us with the flexibility to access data from multiple sources in a user-friendly way, and allows us to create many views for our clients, like Skandia.”*

Peter Wendt, Analyst, HowCom



## FUTURE PLANS

In addition to providing online dashboard access to key stakeholders, the marketing department plans to display their marketing dashboard on monitors within Skandia's office so that interested parties can – at a glance – see key metrics.

As the firm evolves its marketing strategy, it will be able to see the impact its actions are having in the market from a brand and web tracking perspective.

## OUTCOMES ACHIEVED BY DAPRESY

- Reports that used to take several employees hours to produce are now instantly available through automatic feeds from five data sources.
- By using Dapresy's SaaS platform, the risk of human errors in the data has been dramatically reduced, and the reports are delivered much faster and more accurately.
- Quick access to new and relevant information from specific data sources has empowered Skandia to make important business decisions faster.
- When needed, PowerPoint slides and screen shots can be produced by Dapresy Pro with the click of a button. These can be sent to management, saving time and ensuring data integrity.
- The dashboard has a consolidated – top level – view of the KPIs for the marketing and communications departments.

## ABOUT DAPRESY

Dapresy, a Confrimit company, is a global provider of data analysis and visualization software for market research and customer experience management. Its SaaS solution offers users flexibility and choice in delivery from standard cross tables, PowerPoint and PDF downloads, to highly visual and interactive dashboards. Market research agency and enterprise professionals in more than 30 countries utilize the Dapresy platform to clearly communicate complex data from markets, users, and customers. Founded in 1999, Dapresy's global headquarters is in Sweden with North American headquarters in Portsmouth, NH. In addition, it has client service offices in Germany, United Kingdom, Bosnia and Herzegovina, and Australia.