

Kantar Media Wins the Golden Ticket

Dapresy dashboards give Kantar Media the efficiency to enter new markets.



"With Dapresy, we have improved our research offerings to better meet clients' needs -- at a time when the market really demanded that change. Today, as we experience continued success in traditional markets and rapidly enter new ones, I look back at our decision to use Dapresy as one of the key factors."

Jayne Krahn, VP of Research at Kantar Media

ABOUT KANTAR MEDIA

Kantar Media conducts syndicated research in the consumer and professional health market, delivering insights from 3,000 to 20,000 respondents in annual and biannual studies. Agencies, advertisers and media companies rely on its data about patients and physicians to plan marketing and sell advertising targeted at across various platforms.

Clients use data differently depending on their focus. For example, one client may be planning advertising targeting patients with specific ailments, while another uses the data to understand all point-of-care marketing. Still another analyzes its magazine audience to promote its media brand as a vehicle for advertising.

Because of the varying needs across clients, this Kantar Media healthcare data historically was available through third-party media planning and cross-tabulation software. Depending on the software, clients manipulated the data themselves to complete various analyses throughout the year.

THE CHALLENGE

As the healthcare market evolved, so have patient and professional media usage, and needs of Kantar Media's clients, driving change and new content to our studies.

Client expectations for working with healthcare data are more complex and vary more, so they have increasingly asked Kantar Media to deliver data in ways beyond traditional formats. They want insights that they can easily read and interpret, and no longer want or have the staff to sift through massive databases or reams of tables. Instead of performing deep-dive analysis to find specific information relevant to them, they want to obtain only the pertinent information they need.

According to Jayne Krahn, VP of research operations for Kantar Media, "Although we had been using dashboards for a number of years, they were very time consuming to build and quality control was challenging. Data had to be analyzed first in a cross-tab program, manually set up within the dashboard's database file and then charted.



THE CHALLENGE CONT.

Updating and creating custom versions was time consuming, and because there was much copying and pasting, it was error prone."

In fact, the research team had to determine all possible filters of interest – and there are many with syndicated studies and different types of clients -- and analysis in the design phase. This was the case even if it was a simple combination of two conditions, like high blood pressure and diabetes. Nothing could be done "on the fly." Adding new filters for a particular client required re-work for every table and chart in the dashboard. Given these issues, it often took a few weeks for the small healthcare team to deliver what clients needed.

THE SOLUTION

After a detailed evaluation of a number of dashboard solutions on the market, Kantar Media determined that most vendors didn't understand that Kantar Media survey data is based on individual data with a vast number of analysis options that need to be weighted up to a larger population. Dapresy was the exception. "I have to admit that when I learned that Dapresy could work directly on respondent-level data, I felt like I found the golden ticket," said Krahn.

Kantar Media's research team began using Dapresy's hosted dashboards to help provide new deliverables to meet this need. Dapresy's dynamic KPI-driven dashboards clearly communicate complex data from markets, users and customers. Dashboards can be individually tailored, deploying the right data to the right people at the right time. And unlike some other solutions, its dashboards are mobile-friendly.

According to Krahn, "With Dapresy, we can limit the content to what is relevant, and display it in a way that provides insights a client can understand quickly. So unless there are changes in the data or a new version of the study, we can usually turn around dashboards in a matter of hours. In addition, clients are now exporting our charts and infographics to use internally and with their clients, giving us more exposure within those important audiences. And we've seen an increase in the usage of our dashboards, both in time spent and in use by more senior-level people in these organizations, because they are easier to use."

For example, many senior executives told Kantar Media that they use filters to obtain precise information, and then colors and available graphics to tell the story in their own way themselves, even without using staff to do it. Many also export their results to Microsoft PowerPoint as part of presentations, something that was impossible

before Dapresy.

Beyond increasing its own efficiencies and customer satisfaction, Kantar Media has entered new markets, something it wanted to do but didn't have the means to address. In the past year alone, Kantar Media has made inroads with point-of-care advertisers, insurance providers, associations and small ad agencies. These industry segments typically don't have large market research teams or staff with the skills required for cross-tabulation. In fact, these clients may only be interested in a small fraction of the overall available data. For example a hospital association may be more interested in the ways and frequency that physicians interact with patients, compared to a healthcare publisher planning across 10 different ailments. Dapresy lets more niche clients carve out the specific data sets they need.

OUTCOMES ACHIEVED BY DAPRESY

- Allowed customer-specific views of the data and functionality.
- Improved efficiency: Now create dashboards in a matter of hours...instead of days or weeks.
- Enhanced the exposure of Kantar Media within client organization and among clients' clients.
- Boosted the usage of Kantar Media dashboards, both in terms of time spent and by more senior-level people in client organizations.
- Increased Kantar Media's ability to enter new markets, including point-of-care advertisers, insurance providers, associations and small ad agencies.