



# Marketing Data Integration

your marketing & sales data sources all together in one solution



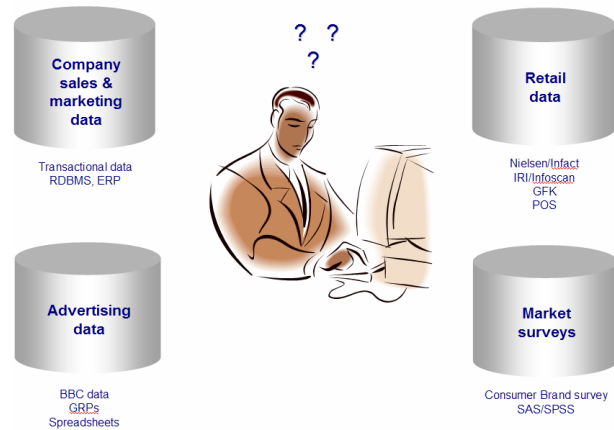
## Marketing Data Integration

Our solutions make your marketing data come alive!

A major challenge in implementing **marketing** data warehouses is the usage and integration of various external data sources with company sales data. Our expertise in marketing analysis, data warehousing and marketing software meets this challenge. More than any other firm, we have been developing the knowledge, experience and software to integrate your marketing data. An increasing number of users support that claim. We deliver a single platform to analyze the interrelationships between internal marketing and sales data and external data like **Nielsen, IRI, GfK, Consumer Tracking data** etc.

### Data sources for Marketing and Sales Intelligence

How to handle different sources, formats & query tools



The intuitive user interfaces of MarketingTracker empower end- users instead of database- specialists.

## Marketing Data Warehouse and Datamarts Concept

A 'proven solution', evolving with your marketing information needs

### Datamarts

In our architecture your marketing data warehouse is a logical combination of 'datamarts'. These are dedicated multidimensional OLAP databases containing data from various sources.

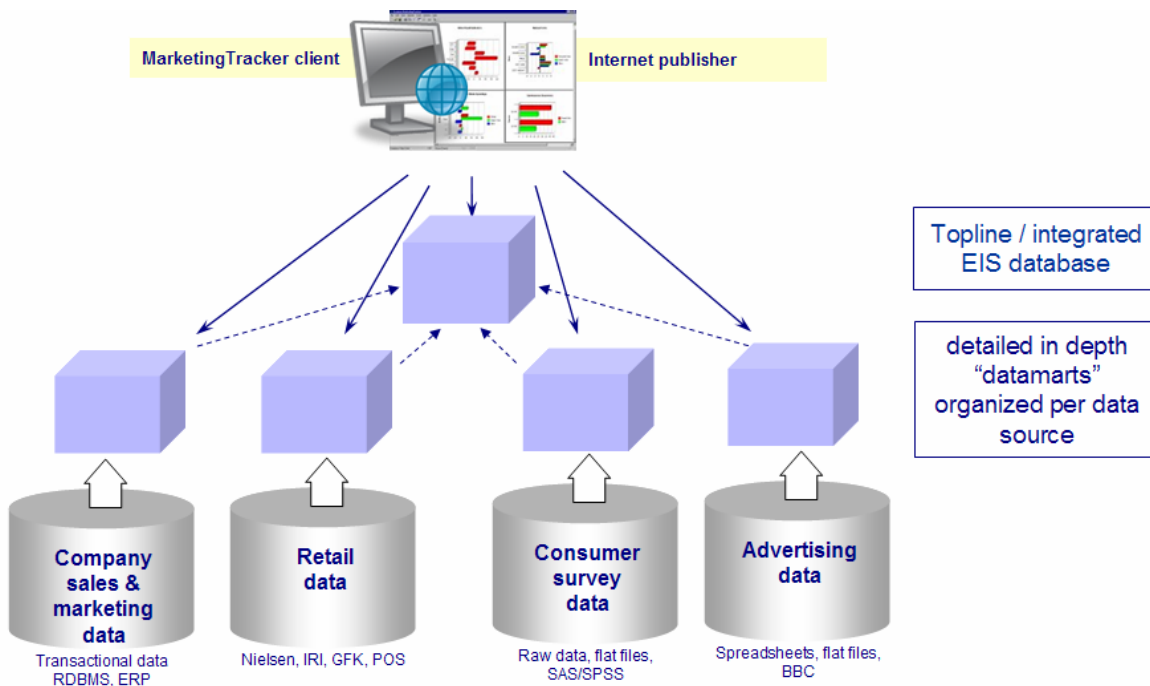
Examples of datamarts contain:

- Sales & Marketing data (Shipments)
- Point of Sales data
- Retail scanning data (Nielsen / IRI / GfK)
- Media Expenditure data
- Consumer survey data (Brand Tracking, Product usage, Awareness)
- Claritas data.
- CBS, Eurostat data
- Census data
- (Pooled) Industry data

These datamarts, possibly combined with other relevant product- or service-related data, constitute the logical data warehouse. A consolidated top line / EIS database can be built on top of the datamarts.

Most data warehouse architects are not familiar with the great variety of specific problems using external (marketing) data. Introducing external (marketing) data in a data warehouse solution can result in exponential growth of cost and time for development and maintenance. Based on our longstanding experience in this field we can offer a "proven solution" for the use of external data

sources in a data warehouse system. This solution comes to you with the strength of our MarketingTracker.



Partitioning the information into datamarts has great advantages:

- One of the most serious problems of getting external data sources into a classic data warehouse are the difficulties in mapping the essential key dimensions. The workload of "mapping" activities multiplies with the number of external data sources. Besides external data-brokers have bad track record in keeping their coding of key dimensions constant over time.
- Combining the information from various (heterogeneous) external data sources is (mostly) only meaningful at more aggregated levels. So why place a load on the overall system by storing it in a classic data warehouse instead of using a datamart solution. This approach also overcomes a lot of mapping problems. The mapping is only relevant at a more aggregated (top line) level, where (product, account etc) definitions are by nature more constant over time.
- Both development costs and maintenance costs can be dramatically reduced.
- Furthermore, as datamarts are developed separately, your data warehouse-project can follow multiple time-schedules.

### MarketingTracker

We have developed MarketingTracker as the OLAP-tool for the end-user. It is designed with the datamarts principle in mind. It's ability to access and display multiple datamarts simultaneously is a crucial feature in this concept.

### Flexibility

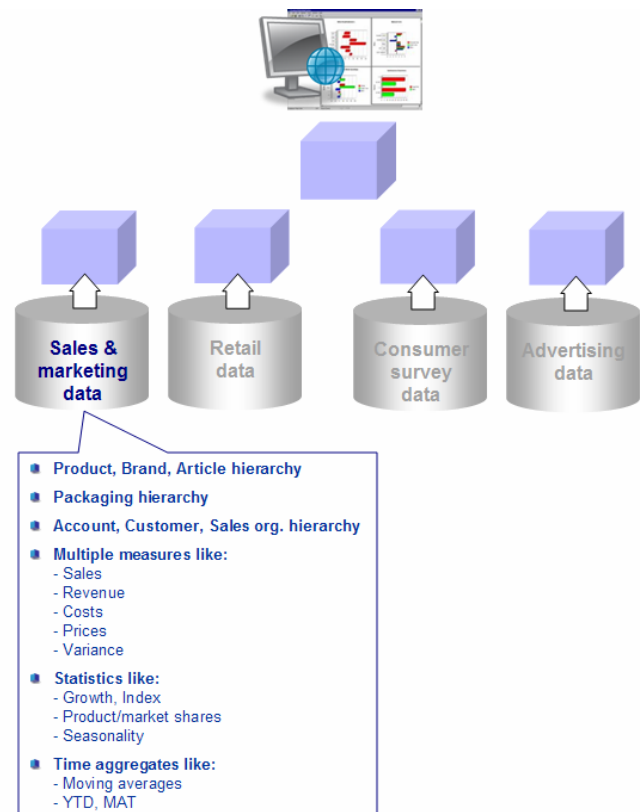
Our experience is that in data warehousing projects, information needs are never fully satisfied. The datamarts-strategy gives you flexibility in the sense that additional information or data sources can be integrated easily.

## Sales and Marketing Datamart The Fundamentals of your Marketing Data warehouse

Company sales and marketing data are the cornerstones of any marketing information system. Easy access to marketing information such as product sales- and customer profitability is essential to support the analyzing and reporting needs of many users from the marketing and sales department.

MarketingTracker, the intuitive user interface to your sales and marketing data warehouse, has all standard OLAP- functionality like drilldown (top-down analysis), slice and dice, pivoting, and saving custom reports and briefings. BriefingBook features give managers instant access to prepared sales and marketing information, without having to perform complex queries. Marketing Dashboards present Marketing and Sales KPI's for marketing and sales management. The sales & marketing datamart can be updated periodically with fresh sales- and budget data. Typically these data are loaded or extracted from operational or ERP systems, but the data warehouse could also be the source.

The multidimensional Client / Server OLAP-technology, combined with a well- designed data model, provides you with the instruments to disclose detailed historical sales data for thousands of accounts, customers and products and many measures in a multi- user environment, quickly and smoothly.



Our solutions are not only used with sales data, but also used with:

- Worldwide airlines statistics
- Railways traffic statistics
- Reservation and booking data
- Customer databases

## Retail Scanning / Point-of-sale Data A vital data warehouse- ingredient for every FMCG

### Nielsen / IRI / GfK retail data

In the 'Fast Moving Consumer Goods'-market, retail data from AC Nielsen and IRI InfoScan are important sources of point-of-sale information. For Consumer Durables their counterpart is GfK retail services. These data are essential for tracking markets at retail level, monitoring your own and your competitors' brands and for supporting your sales and promotions activities.

As a result of migration to scanning data, the data volumes are increasing rapidly. This calls for more powerful analytical tools, but with the same ease of use.

The dedicated software supplied by AC Nielsen and IRI is suitable for their specific data formats, but is less than perfect for a data warehouse with many varieties of data sources.

### Retail data as a part of the data warehouse

Retail data are an important topic in many data warehouses. Their full potential is realized once they are analyzed with multi-dimensional OLAP technology.

Our efforts in disclosing retail data from various sources have already resulted in several standards for retail-datamarts. Since IRI data and GfK data are already stored in multidimensional (Oracle Express) databases, integration with the data warehouse is straightforward and the data are directly accessible by MarketingTracker.

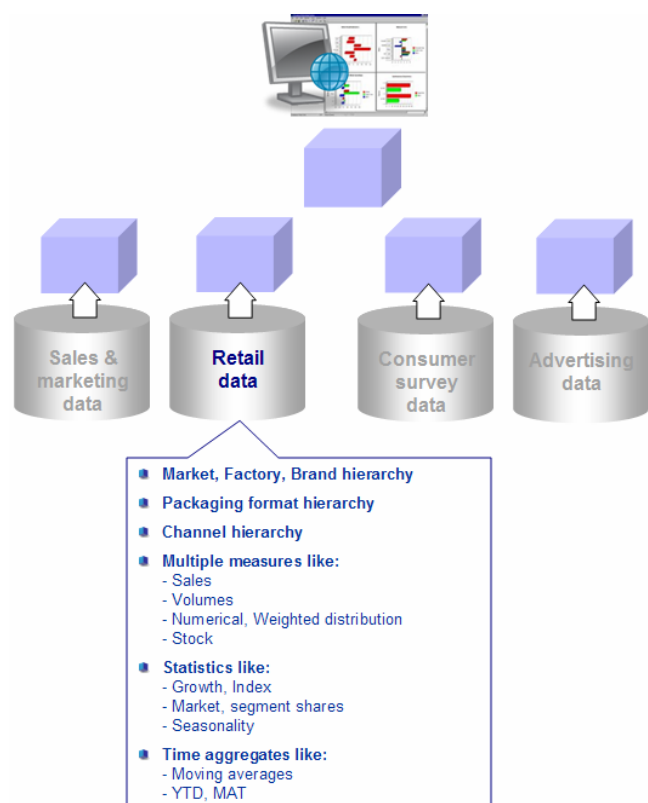
We have also developed a standard Nielsen interface and datamart. MarketingTracker gives you the power to analyze and integrate Nielsen-data, IRI data and GfK data with the same tool as you are used to analyze your company sales data.

### Custom POS & local marketing data

As part of category management and local marketing projects in the CPG market, and based on the collaboration between retailer and manufacturer, we have been developing a number of POS datamarts populated with retail data and enriched with local (Claritas) marketing data.

Besides single country / single market databases, other applications may also be relevant:

- Multi- country retail scan databases
- Combined Nielsen and IRI databases for multiple markets / companies



## Consumer survey Data Strategic Market- / Consumer- / Brand- monitor data in the data warehouse

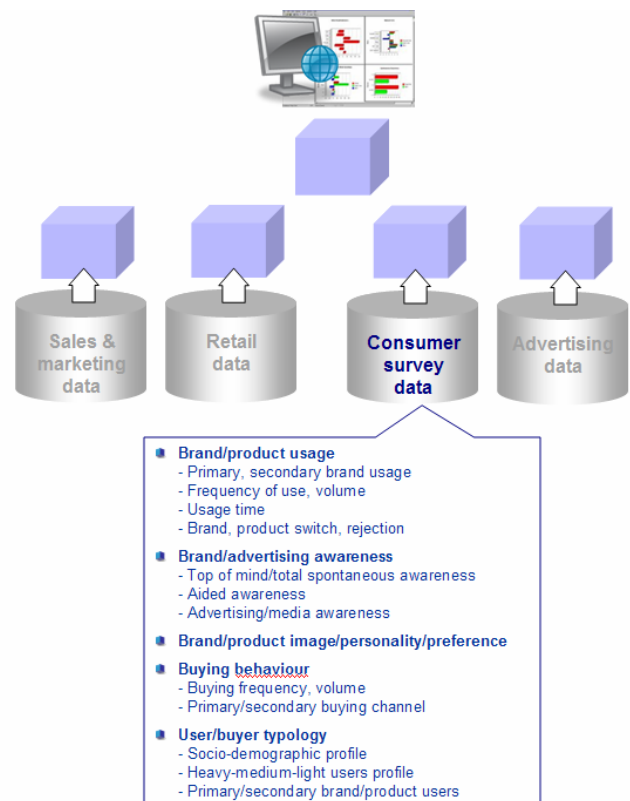
### Consumer / Market / Brand tracking studies

These studies are essential instruments for market- and brand tracking at consumer level. Being able to monitor your own and your competitors' brand positions, development of spending- and usage behavior, brand awareness, etc., is also a desirable marketing intelligence opportunity.

Many organizations conduct or participate in this kind of consumer studies on a continuous basis. These studies only reach their full potential when the results become part of the data warehouse. Too often these results are delivered in hard copy, or as a data file, formatted for analysis with a complex statistical package. Limited accessibility of these formats results in minimal usage of the research- results. The continuous or semi-continuous character of these studies make them indispensable for consumer intelligence purposes.

### DataModeler

More and more research agencies deliver the data files at individual respondent-level. We have developed a special product "DataModeler" for loading, integrating and aggregating the 'raw data' in the data warehouse. This software is also used by a number of research agencies to deliver and publish (to the web) market research results.



Many of the data warehouses we build contain consumer survey information, for instance:

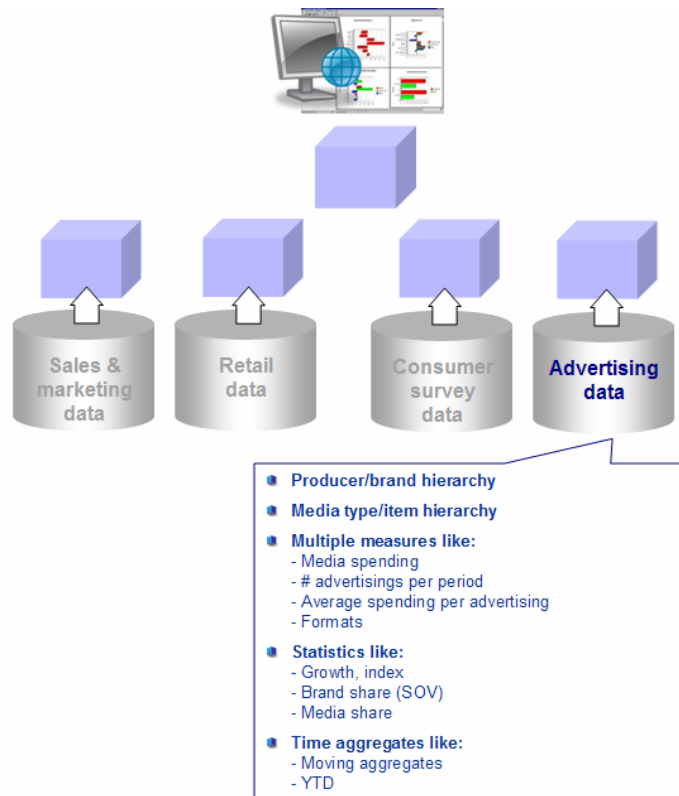
- brand / market monitors
- quality monitors
- multi- country habits and attitudes
- complex diary- research
- consumer- panel data
- continuous monitors (retail, tourism, textile, etc.)

## Media Advertising Expenditures

### Monitoring market and brand advertising expenditures

#### Advertising expenditures in the data warehouse

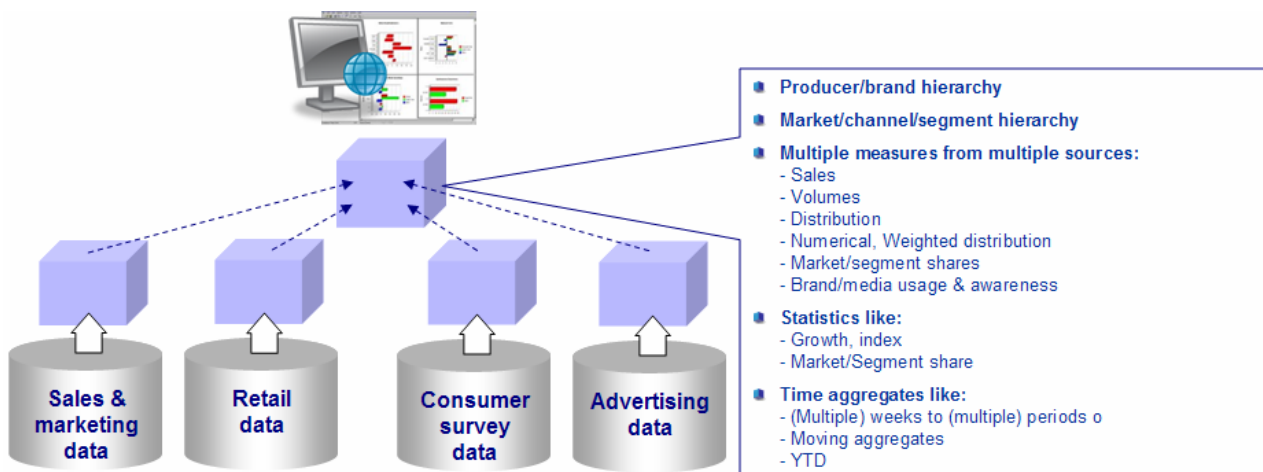
For marketing organizations, media-information is a vital part of the marketing information system. Several suppliers (e.g. BBC in The Netherlands) periodically deliver detailed information about your and your competitors' media-expenditures, usage of communication media, 'Share-of-Voice' developments, Gross Ratings and changes in your competitors' communication-strategies. Once combined with usage- and awareness-parameters from the consumer survey data, the full power of media-information becomes apparent.



## Topline/EIS Marketing Data Integrating key indicators for brand performance

### Marketing Decision Support Objectives

A 'grand challenge' for business intelligence is to effectively and efficiently process the exploding amounts of data into 'actionable information'. Integrating internal and external data is a very important technical aspect in this process. The goal is to give you a coherent and consistent overview of the key performance- indicators of your business. Obviously, the datamarts in the data warehouse must contain enough accessible information to answer your questions.



### The Topline/EIS module

This module mirrors an organization's marketing or business model. It is the implementation of the model, relating the result and performance indicators from various datamarts.

The Topline modeler is a template/menu driven application for merging information from different data marts (data sources) into a single Topline datamart:

- Create a new (Topline) data cube, measures and dimensions.
- Map dimensions from different MT datamarts to a common (or more hierarchical) dimension in Topline datamart, including new aggregations.
- Takes care of synchronization of different time dimensions.
- Full periodic and batch maintenance.
- Ends up with a complete MT datamart, which can be treated as any other MT datamart (reporting, custom measures, custom aggregates etc.).

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In our experience the initial design of a data warehouse never fully reflects future information needs, and the 'data- hunger' tends to grow quickly in the users' community. Our MarketingTracker and the datamarts concept give you the flexibility you need and let your data warehouse grow with these needs, adding data sources along the way.

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