



Online Reporting with MarketingTracker®



Online Reporting Online reporting software for market research agencies and much more.

MarketingTracker software is becoming more and more popular as an Online Reporting Tool for marketing research agencies.

We all know as marketing research professionals online market research reporting becomes more and more important. Most of the commercial statistical survey software (e.g. SPSS) used by agencies are not well equipped with online reporting functionality. We see research agencies building their own web reports and sometimes dashboards. Often these applications are more or less dedicated for a specific project and not generic applicable. Often these one-off applications lack continuity in development and ongoing changes in IT infrastructure and technology will cause these applications to function unreliable.

In today's BI software you find a richness of online front-end reporting functions. But most of the well known BI software cannot deal with the typical marketing research type of data and analysis. Because survey data are not organized in a relational format. And if they are, it is hard to analyze and report based on relational organized survey data.

MarketingTracker is currently the only BI software that combines the online reporting and dashboarding functionality of modern BI software with the ability to work with the typical market research type of data and the typical market research kind of analysis and reporting.

It features standard online reporting functions like:

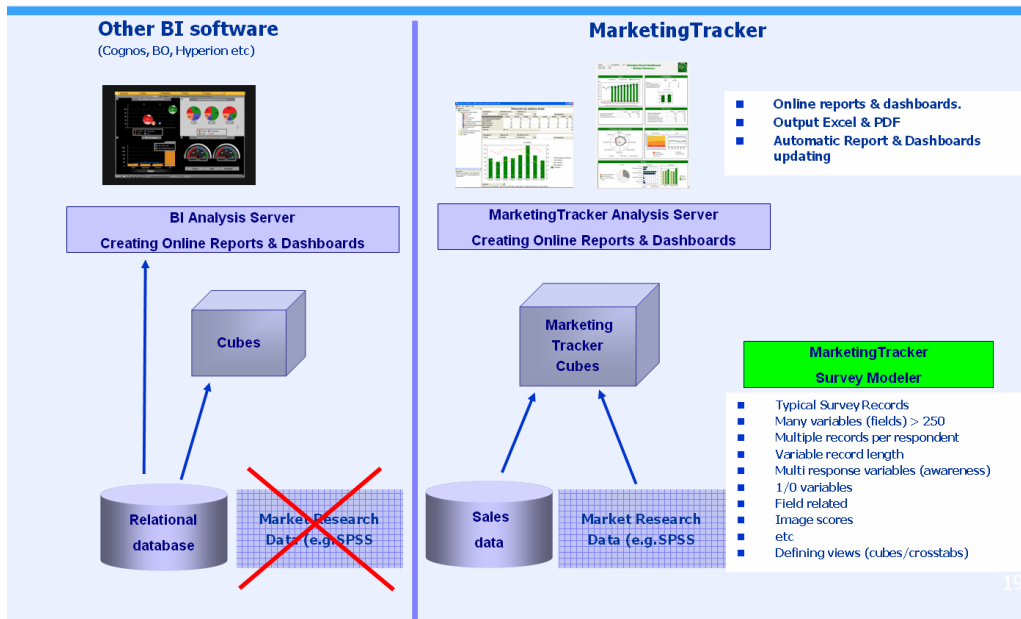
- Slicing, dicing, pivoting;
- Creating personalized standard and ad-hoc views (reports and graphs);
- Creating briefing books;
- Creating personalized dashboards;
- Adding personalized comments to dashboards;
- Creating custom aggregates and custom measures;
- Authentication and authorization;
- and more

MarketingTracker is a generic marketing information analysis and reporting system, it also brings our users a powerful platform to deliver multi source (and integrated) marketing data. In contrast with known BI software like Cognos, BO and others, it deals with AC Nielsen, IRI, GfK and sales or POS data, because we developed standard interfaces for these "standard" data sources.

But it can also deal with typical consumer survey data !. Which is unique for BI software.

We developed MarketingTracker Survey Data Modeler, a unique data modeling and loading tool, to get the typical survey data based on the survey records, in the MarketingTracker OLAP database. When loaded in MarketingTracker results are immediately available online.

MarketingTracker; the only BI software dealing with (survey) market research data.



With Survey Data Modeler you load and model market research data in MarketingTracker data marts. Only basic "SPSS" like skills are needed to build a MarketingTracker datamart with survey data and facilitate other users to report and analyze (continuous) market research data.

Survey Data Modeler features;

- Template driven specification for (raw/SPSS like) data loading;
- Supports changes in questionnaires over time (tracking surveys);
- Filtering and controlling mechanisms for data loading;
- Template driven specification of measures (analysis), dimensions, groupings;
- Template driven definition of multidimensional Data Cubes (Cross tabs);
- Automatic generation of MarketingTracker analytical views.

Survey Data Modeler is one of the unique Scanmar tools to make MarketingTracker today's best in class online reporting software. (See also document: Survey Data Modeler).

Market Research Agencies using MarketingTracker as online reporting tool.



GfK Consumer Panels, European market leader in marketing information based on consumer scanning data, uses the online reporting facilities of MarketingTracker to deliver marketing information to their customers over the web, in personalized briefing books and dashboards. GfK Retail Panels Benelux is using MarketingTracker as reporting tool for retail tracking studies in the entertainment market.

Besides GfK, also other market research agencies "discovered" the online reporting abilities of the MarketingTracker.



INTERVIEW*NSS, a well-established Dutch full service research agency is using MarketingTracker software as online reporting tool for a number of major consumer brand tracking studies.



Foodstep, a Dutch research agency specialized in the foodservice domain is using MarketingTracker software as on line reporting and processing tool for tracking studies.



BrainJuicer, The Quantitative MindReading Agency, carries out quantitative online research using patented award winning software to produce more insightful market research for large multinational companies, including 10 of the world's top 50 companies. For one of these multinationals, all the BrainJuicer research projects, conducted worldwide, are organized in a MarketingTracker data warehouse, providing web enabled access to advanced analytical dashboards and ad-hoc analysis.



A subsidiary of a leading US-based market intelligence firm. Focused on online communities from customized interactive portals to branded global communities starts working with MarketingTracker as on line reporting and dashboard software.

Online reporting and more....

MarketingTracker is a generic marketing information analysis and reporting system it also brings marketing research companies a powerful platform to deliver multi source (and integrated) marketing data. Deliver real added value by combining survey data with AC Nielsen, IRI, GfK and sales or POS data.

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