Efficient data management in market research

A data service provider for TV and radio replaces Excel lists with a central Ninox database

The Kantar Group is one of the world's leading companies for the collection, analysis and processing of data for market, political and social research purposes. The group is headquartered in London and employs around 25,000 people in 95 countries.

Kantar Switzerland AG, which specialises in the analysis of TV and radio consumption, is also part of the group.

🌐 kantar.com

KANTAR

CHALLENGE

Distribution of Excel files via Filehosting

The audience ratings are determined by audiomatching via measuring devices installed in households selected according to socio-demographic aspects with their consent.

Kantar uses the available data to produce regular overviews for its clients for media planning and success monitoring. These overviews are used by different people at different locations. Excel lists were created and stored on a file hosting server. However, the process proved to be tricky and inefficient in the long run. A better solution was needed.

Central database instead of dispersed lists

Patrick Rumo, Production Engineer at Kantar, wanted a centralised, database-driven solution that did not require a lot of development, was easy to maintain, and simple to use. As a low-code database, Ninox met all the requirements, and after a short test, Patrick was convinced that he had found the ideal platform for his mission.

In a relatively short time, Patrick used it to develop a custom solution that was precisely tailored to the requirements and processes at Kantar. It contains essential basic data of the participating households, as well as technical and organisational information on all relevant TV and radio channels. By intelligently linking the data with itself, a wide range of analyses can be carried out and exported in various formats.

Key Features

✓ **Central data storage**

✓ **Report generation**

✓ **Time saving**

Benefits

Ninox has made work at Kantar much more efficient. Instead of tedious searches in Excel spreadsheets, all data is now available at the touch of a button and can be merged in any desired form. In addition to the enormous amount of time saved, it's also far more convenient. Whereas previously it was necessary to scroll horizontally through lists to find certain individual pieces of information, now all data are clearly visible in convenient forms.

Required evaluations and reports can be created automatically at the touch of a button and exported in the desired format. The flexibility of Ninox also made it possible to save additional information for technical management. Currently, Kantar has 27 accounts that are also used with mobile iOS and Android end devices.

25,000+
employees

95+
COUNTRIES

90%
TIME SAVED

Complex search and filter processes took 20 minutes in Excel spread-sheets. With Ninox, they now only take 2 minutes.

Patrick Rumo
Production Engineer

Get in touch

ninox

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Ninox is a collaborative, cloud-based platform for business teams. We empower users to build business applications and automate back office workflows with drag and drop tools.