

BUSINESS INTELLIGENCE PROJECT FACT SHEET



TRADER MEDIA GROUP

As one of Europe's largest specialist multimedia publishers, Trader Media Group provides market leading automotive classified websites as well as producing several leading print classified titles.

THE SITUATION

As a result of their business growth TMG's customer database also expanded. With seven different regular data sources and the fact that car dealers often operate multiple franchises from a single location, a major challenge became avoiding record duplication when promoting new products or services.

To deliver targeted propositions and ensure the effectiveness of their marketing promotions, TMG had to spend a considerable amount of time manually reconciling data and identifying near duplicate records. Traditional de-duplication tools were unable to solve the problem as these are only able to identify exact matches.

THE SOLUTION

Concentra used advanced analytical techniques to solve the problem by developing a bespoke business intelligence tool. By identifying fields with potential matches based on the Concentra developed algorithms, TMG is able to provide a percentage probability of record duplication when two sources of data are compared. The whole process can be run in a matter of minutes with a high degree of accuracy.

"The business intelligence team at Concentra delivered a solution ahead of schedule that exceeded our expectations." **Tim Peake**,
Group Director, Packaging and Pricing, TMG

THE OUTCOME

The benefits delivered to Trader Media Group include:

- ▶ Improved turnaround time in list preparation for marketing campaigns
- ▶ Increased confidence in promotional effectiveness
- ▶ Potential cost savings through the reduction in duplicate mailings
- ▶ Freed up resource – the time it takes to reconcile two data sets is now vastly reduced using the business intelligence tool.
- ▶ TMG can now use their customer data to gain insights into their business performance and can interrogate it to find out where revenue is being generated.

"The team at Concentra solved a complex problem, putting in place a creative solution that drives tangible, on-going benefits." **Tim Peake**

ABOUT CONCENTRA

Concentra was formed as a response to today's increasingly complex business environments. We partner with clients to deliver innovative products and solutions that grow profit and improve service to customers. We combine our core strengths of business consulting, data analytics and technology to create easy-to-use tools that deliver ongoing benefits from day one.