

Providing effective solutions to your consumer data problems

FT.Com are the largest international publisher of financial on-line content, newsletters and country/market specific analysis. Through their network of financial journalists they have a reputation for having their finger on the pulse. They use their enquiry and subscription information, via an SCV, to promote vertically.

The Challenge

FT.com Faststats (FS) loads were not being completed on time, in excess of 40% failing to be available by 9 a.m. As a result their campaign strategy became a tactical entrenchment. Without reliable, up to date delivery of their core consumer data, sales opportunities were lost.

- FS available with the most recent consumer activity by 9 a.m. each working day.
- Critical data was being collected and needed to be added to the SCV and FS without missing the daily 9 a.m. publish.
- Levels of FS support were too slow or sometimes simply not able to resolve the problem.

Our Solution

Straight forward. Establish what exists and the set-up. Then apply the necessary changes. All ETL and FS work was done by remote access to FT.com host solution.

- Changes to ETL processing to present data more efficiently to FS.
- Changed FS set up making it considerably more effective.
- Dedicated help desk with relevant skill sets. Resolution target of one hour.

The Result

FT.com knew what they wanted. We knew how to deliver.

- FS available daily before 9am. Increase in revenue.
- The data added used successfully for better and timely targeting of offers.
- FT.com marketing teams more productive and as a result management more forward thinking.
- Support Services became an integral part of delivering new and innovative campaigns.