

Providing effective solutions to your consumer data problems

Emma's Diary is the UK's number one website for expectant mothers and mothers of young baby's. In addition to the website procurement, details of expectant mothers are also collected from GP's surgeries. Key information on millions of individuals, including lifestyle, demographic and purchasing preferences is compiled.

The Challenge

- Updates of the database to be reduced from 6 working days, incumbent supplier was taking, to a much quicker t/a.
- An easy to use online tool to interrogate the database that could incorporate drive times, analysis and profiling functionality.
- A more cost effective solution, for ongoing maintenance, but most especially for any bespoke requests.

Our Solution

- Routines to screen all incoming feeds for data correctness and validity.
- A complete re-design of the underlying SQL database.
- Development of fully automated update routines, processes and reporting.
- Online access to the database for Emma's Diary personnel using FastStats with the appropriate modules.

The Result

- Database update turnaround times reduced by over 80% to overnight!
- Ability to fulfill more client requests in a shorter time, providing increased revenue.
- FastStats allows new Emma's Diary personnel to undertake tasks within just a couple of days training.
- YonY cost savings in excess of 60% when compared to previous supplier.