Adwanted Consulting & Solutions_



ADWANTED CONSULTING CASE STUDY

Cloud-based SaaS global planning platform

1. Challenge

Our client had been running its proprietary global consumer data, analytics, and media planning system for over 20 years, giving it an exceptionally valuable global dataset — a survey spanning 66 international markets, drawing on over 400,000 respondents and tracking more than 10,500 attributes on media habits, brand choices, values, and motivations. But the existing planner application, while powerful, couldn't evolve fast enough to meet the accelerating pace of change in media and communications, or provide a credible path into an increasingly algorithmic industry.

They wanted to find a partner to design and build a proprietary replacement from the ground up — one that could serve a global user base of planners across dozens of markets with wildly different needs and technical comfort levels, protect sensitive research data to a high security standard, connect cleanly into their wider technology ecosystem, and still be demonstrable in new-business pitches to clients and prospects. We were tasked to deliver a Minimum Viable Product by the end of 2025, with a clear runway to extend the platform through 2026 and beyond — meaning the architecture had to be right first time, not just fast. With around 4,000 planners relying on this daily, the stakes for getting this right were high.

2. Approach

Adwanted was selected through a formal, competitive RFP process, bringing a rare combination of deep media industry expertise and a proven track record of delivering business-critical platforms for some of the world's leading agencies, broadcasters, research bodies and media owners — including projects of comparable complexity for Publicis, GroupM, Havas, BARB as well as for the UK OOH and Audio markets.

Clear, non-negotiable design principles were set out by the client: it had to be a cloud-based, platform neutral solution with high security and a contemporary, intuitive UI so it could perform as a daily working tool and a new-business showcase. The new datasets need to be ingested without disrupting the build.

We shaped our approach around these principles from day one — working collaboratively with client stakeholders through hands-on testing with real end users.

We proposed an Agile delivery model with fortnightly sprint reviews, keeping the client firmly in the driving seat on priorities at every stage. Crucially, we also drew on direct experience of the system survey itself, having previously integrated it into our Medialand planning platform in France — meaning we understand the data, not just the technology.

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66
international markets

400,000+
survey respondents

4000
planners relying on it daily

3. Solution

Delivered three weeks ahead of the deadline, the new, cloud-based SaaS planning platform was built specifically around our client's data and workflows delivering the core planning capability specified. It brings together powerful audience analysis pulling from their other platforms, channel ranking, campaign planning including budgeting and a visual campaign calendar, all within a single, consistent user environment. It is designed to serve users with widely varying skill levels across dozens of markets, with tiered data access controls, automated data loading, and open API connectivity to slot into its wider technology ecosystem.

Generative AI features are built into the roadmap from day one, ensuring the platform evolves alongside the industry rather than falling behind it. Phase 2 is already underway and will extend the platform with creative-impact modelling, richer analytics, new optimisation factors such as Attention, MMM integration, and connections to their plan management and activation platforms.

4. Impact

Our client's global planners are now working faster, smarter and with far greater confidence - spending less time wrestling with data and more time delivering strategic insight to customers. Planners can build and compare media plans, interrogate audience profiles, and assess channel performance against their specific targets — without needing to export to spreadsheets or switch between tools. For their clients, better-informed planning means stronger campaign recommendations and more accountable media investment.

A single, consistent planning environment across 66 countries reduces operational risk and gives leadership clear visibility of how its world-class research is being put to work. A purpose-built proprietary platform is a genuine long-term competitive asset - one that strengthens client relationships, supports new business pitches, and signals a commitment to innovation. And because the platform is designed to grow - with new features, new markets, new data sources and new AI capabilities all addable without rebuilding from the ground up - it protects our client's investment well into the future.