Adwanted Consulting & Solutions_



ADWANTED CONSULTING CASE STUDY

Integration of industry-standard audience data directly into Global's internal systems and workflows

global

1. Challenge

Global have been one of the biggest players in the UK's commercial radio market for the past two decades, operating at scale across linear and digital platforms. Their planning, scheduling, and revenue processes rely heavily on a robust data infrastructure.

With the increasing complexity of campaign reporting and audience measurement Global decided to build a new internal planning, scheduling, and reporting systems to manage this. A critical part of that project was the integration of RAJAR (the UK radio industry audience measurement) data into their new systems.

RAJAR data is complex, multi-dimensional, and refreshed quarterly, which requires a consistent way to process and validate. This data is central to Global's trading, planning and revenue processes. If they had tried to develop a solution themselves, it would have added significant time to completing their new systems and would still need a RAJAR specialist to look after it on an ongoing basis.

2. Approach

Adwanted approached this as an industry data infrastructure challenge, not just an integration task. With our history of working on RAJAR data delivery and as a provider of industry-wide APIs used across J-ET and planning systems, we were perfectly positioned to meet this brief.

We focused on delivering a single, consistent data layer for RAJAR and a scalable API architecture to support high volumes of requests. It needed to work alongside Global's existing systems, not replace them, and provide flexible access at multiple levels (survey, demographics, campaign, spot).

The idea was to create a universal API that could be used by all as opposed to disparate solutions for each client.

3. Solution

Global partnered with Adwanted to deliver a scalable RAJAR data solution. By leveraging Adwanted's long-standing expertise in RAJAR data management and API delivery, Global were able to integrate industry-standard audience data directly into their internal systems and workflows.

The API provided ways to find information and perform business tasks through an intuitive interface to allow users to access without needing detailed knowledge of RAJAR workings.

It was designed to deal with high request volumes and continuous usage as well as integrate into Global's business-critical systems.

4. Impact

This new RAJAR API enabled Global to pull essential, audience data directly into all their workflows, which powers their decision making, keeping everything aligned with the industry standard measures. It freed up internal resource from manual data loading and validating to focus on their own system.

By providing Global with a scalable, API-driven foundation, they can integrate the same industry audience data into every stage of planning, trading, scheduling and reporting.