


ADWANTED CONSULTING CASE STUDY

# Fusion of agency's persona-based audience data with the UK radio industry's listening data

## 1. Challenge

An agency that owns an incredible data business utilising persona-based audiences to guide much of their central media planning were unable to map its audience segments against RAJAR – the radio industry's listening data. This created a blind spot in their radio reporting as they couldn't integrate their audiences' listening behaviour alongside other mediums.

Adwanted were tasked with combining these two brilliant data sets together to give a clear view of all of their UK radio plans, and to bring their audio planning in line with their digital planning capabilities.

## 2. Approach

Through working closely with the client, Adwanted set out to fuse the two data sets by creating a consistent framework for campaign reporting, without disrupting the client's existing workflows.

## 3. Solution

The Adwanted team delivered enhanced reporting by bridging the gap between the client's data and current reporting datasets. We seamlessly integrated their audiences into the existing reporting process within J-ET, alongside RAJAR audiences. This would give the client detailed reporting on both booked and post-campaign data. And by enhancing the current workflow instead of building a separate solution, we made it accessible and user-friendly.

## 4. Impact

For the first time our client was able to accurately report on how their specific audiences were delivering on radio – significantly reducing the admin involved in manual 'data-stitching' that was previously required. It has also proved crucial in planning optimisation and integrating radio with the full media plan, allowing for holistic reporting over multiple channels.