

ANALYTICS

# Media firm evolves customer experience

DPG Media Group introduces a state-of-the-art campaign portal

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## CUSTOMER STORY

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“Clients expect a modern experience. With Qlik, we were able to introduce a state-of-the-art reporting and analysis portal for digital campaigns with minimal investment of time and money.”

Anniek Swillens, Director of Tech, Yield & Service, DPG Media Group

### A vast portfolio in a growing industry

DPG Media Group is a media firm active in Belgium, Denmark and the Netherlands that specializes in TV, radio, news media, magazines and digital services. With a cross-media product range of 70 national and local brands including the Volkskrant newspaper as well as VTM, Qmusic and Libelle magazines, DPG Media Group’s 5,836 employees reach millions of viewers, readers and listeners every day. The firm’s mission is to surprise, touch and inspire people.

DPG Media Group’s extensive portfolio provides many opportunities for marketers to conduct both mass-market and targeted campaigns. In recent years, focus has increasingly shifted towards digital media. “Many of our brands have successfully invested in their digital future,” explains Anniek Swillens, Director of Tech, Yield & Service at DPG Media Group. “As a result, we offer our advertisers an immense range of opportunities in the field of video, audio and display advertising as well as branded content. This is vital to our firm as the digital advertising market is growing at lightning speed.”

### Evolution of customer experience

The ability to accurately monitor the ROI of advertising campaigns is vital in the digital advertising market. Campaign portals such as Google Ads allow extensive measurement and management of campaigns. “Marketers want to monitor how effectively their digital advertising reaches their specific target groups,” says Swillens. “While big tech companies like Google and Meta have developed fantastic tools to do this, DPG Media Group was still working with static PowerPoint reports that we had to create manually.”

#### Solution Overview

##### Customer Name

DPG Media Group

**Industry** Communications

**Geography** Belgium and the Netherlands

**Function** IT, Marketing

**Business Value Driver** Customer Intelligence, Reimagined Processes

##### Challenges

- Limited budget and time resources
- High client expectations due to the availability of similar tools via Google and Meta

##### Solution

Using Qlik Sense, a complete campaign portal was developed to give every client a clear visual overview of the performance of their digital campaigns to enable analysis and follow-up action.

##### Results

- A complete customer experience
- Staff are freed up from creating manual reports, enabling them to spend more time providing advice to clients

“We would therefore only compile these reports if the client specifically asked us to do so.

“In order to provide a cutting-edge customer experience, we had to design a modern, online campaign portal that was dynamic rather than static.”

### **Start small then scale up**

How to go about this massive project with limited resources?

“Determine a point on the horizon to work towards,” emphasizes Anouck Van Den Houdt, Digital Flow & Project Lead at DPG Media Group. “Start small and choose scalable solutions. For us, the point on the horizon was very clear: we wanted to get rid of the awful static PowerPoint presentations and give our clients access to a dynamic dashboard. To achieve this, we had to automate the process of collecting and preparing data and select a tool that would enable visualization of data for our hundreds of users and thousands of campaigns.”

### **A great team**

As DPG Media Group already uses Qlik’s business intelligence (BI) solutions and had good previous experiences with Bitmetric, it was a quick and easy decision to contact the organization. “DPG Media Group was very keen to incorporate Qlik Sense as it already uses it for its internal BI,” explains Barry Harmsen, Business Intelligence Consultant at Bitmetric. “It also wanted a portal that could match the reporting solutions offered by big tech firms like Google while still retaining the unique DPG look and feel. As a result, we advised the company to use the Qlik Analytics Platform (QAP), which combines the power of Qlik with the flexibility of a tailor-made solution. To demonstrate this concept, we created a functional mock-up based on a provisional set of needs and wishes. We then used this mock-up as the basis for further development.”

“The collaboration with Bitmetric felt right from the start and the mock-up was exactly what we wanted,” adds Swillens. “We recognized that we made a great team and that we could achieve outstanding results together.”

### **A single portal for all stakeholders**

Based on the Qlik Analytics Platform, an extensive online campaign portal was developed for all stakeholders: media firms, advertisers, account managers and ad operations – all part of the team responsible for the flawless planning and execution of all campaigns.

The company is already making intensive internal use of the portal and some clients have been given login details with which they can test it. “The campaign portal was specifically designed as a scalable solution,” says Van Den Houdt. “We can provide reports in multiple languages, we can create accounts ourselves and we can use templates to create new campaign types or KPIs within just a couple of hours. Currently, we can view and analyze the results of three campaign types: display campaigns, branded content and video campaigns. We will gradually add other types, such as newsletter and audio advertising campaigns. We also paid a great deal of attention to ensuring an optimal user experience for our clients. For example, every graph contains a help link in which each KPI is explained in simple terms. This ensures that our clients know exactly what the data means and how it adds value.”

### **Ready for the future**

The team is proud of what it has achieved. “We wanted to provide all of our clients with an interactive and visual reporting and analysis system,” says Swillens. “These days, you can’t rely on static PDF files and hope to keep up with the competition. Our clients expect an online experience tailored to their needs and wishes. Looking ahead, we are now capable of providing thousands of users with dynamic reports on tens of thousands of campaigns with a single system that is both attractive and highly effective.”

“On top of that,” adds Van Den Houdt, “our employees now save vast amounts of time as they no longer have to manually compile and send reports. This valuable time can now be used to provide expert advice to our clients about how to optimize their campaigns. It was a major challenge but we took up the gauntlet and, together with Bitmetric and Qlik, we succeeded in launching a premium system worthy of DPG within a relatively short time.”

## The keys to success



**1000s**

of clients will gain insight into the performance of their digital campaigns



**100s**

of hours can now be used to advise clients on how to optimize their campaign performance

“Qlik’s scalability allowed us to introduce a dynamic and personalized online portal enabling highly effective and professional reporting and analysis of digital campaigns.”

Anouck Van Den Houdt, Digital Flow & Project Lead, DPG Media Group



### About Qlik

Qlik’s vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 38,000 active customers around the world.

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### About Bitmetric

Data and analytics are our craft. Our mission is to let our clients make better choices with the use of data. We achieve this with user-friendly technologies and designs that make complex matters simple and accessible. We combine a proven approach, the Bitmetric Blueprint, with ingenuity and a sharp focus on the context of your business. This means that we deliver solutions that are not only robust and maintainable but will also seamlessly fit into your environment. With Bitmetric you get the maximum return on your investment in data.

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