

Connectors

- Facebook Insights
- Facebook Pages & Groups
- Google Analytics
- Twitter
- YouTube

Themes

- Cross-platform Analysis
- Brand reporting

Cristina Giner

Director of Analysis &
Business Intelligence,
CP Proximity

“QlikView is a very advanced tool, which was already adding great value to the CP Proximity team.

QVSource takes this one step further, giving us a holistic view of an entire marketing campaign.”

How QVSource Adds Value to the World of Marketing



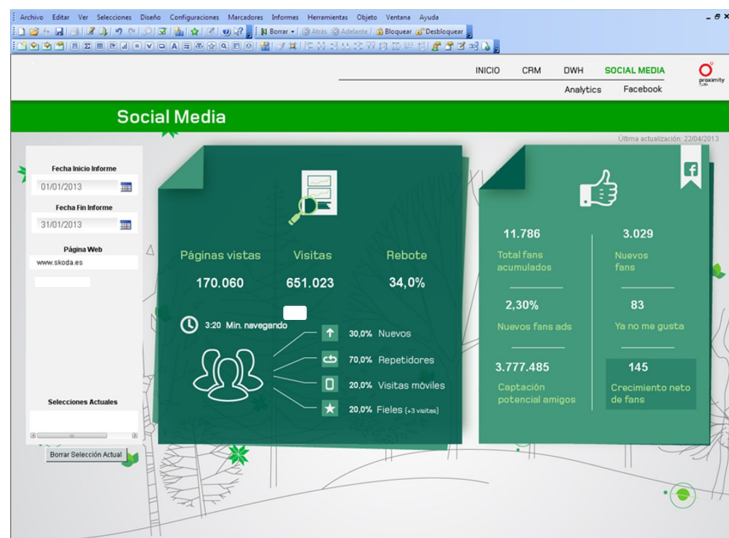
With offices around the world, CP Proximity is a global marketing consultancy with the aim of making brands more valuable to people, and people more valuable to brands. To achieve this, CP Proximity is driven by three key influences: knowledge, technology and creativity. And, by measuring the business indicators that are relevant for brands, CP Proximity applies business intelligence to this process, to achieve the best results for their clients.

The Spanish subsidiary of CP Proximity is located in Barcelona, where there is a team of six highly skilled business analysts whose job it is to measure the impact of their clients' campaigns, in order to constantly improve and innovate towards greater success and better results.

The Challenge

The Spanish team has been using QlikView since 2008; a business discovery platform that consolidates relevant data from multiple sources into a single application. QlikView is very useful to the business analysts at CP Proximity, as it allows them to analyse data from multiple sources in real-time, to validate and control the impact of marketing campaigns.

However, with social media and online portals playing an increasingly important role in marketing campaigns, CP Proximity set out to find a tool that would automatically collect, consolidate and migrate additional information sources and business intelligence into QlikView, in order to augment the breadth and depth of data analysis.



Understand activity on your website through Google Analytics or Facebook

Case Study

“QVSource enables CP Proximity to take business intelligence to the next level.

We can now carry out cross analysis, track visits to websites, compare website traffic, measure email campaign click-throughs, monitor Twitter activity, view CRM results, and present this intelligence in QlikView, to produce actionable reports.”

Cristina Giner, Director of Analysis & Business Intelligence,

CP Proximity

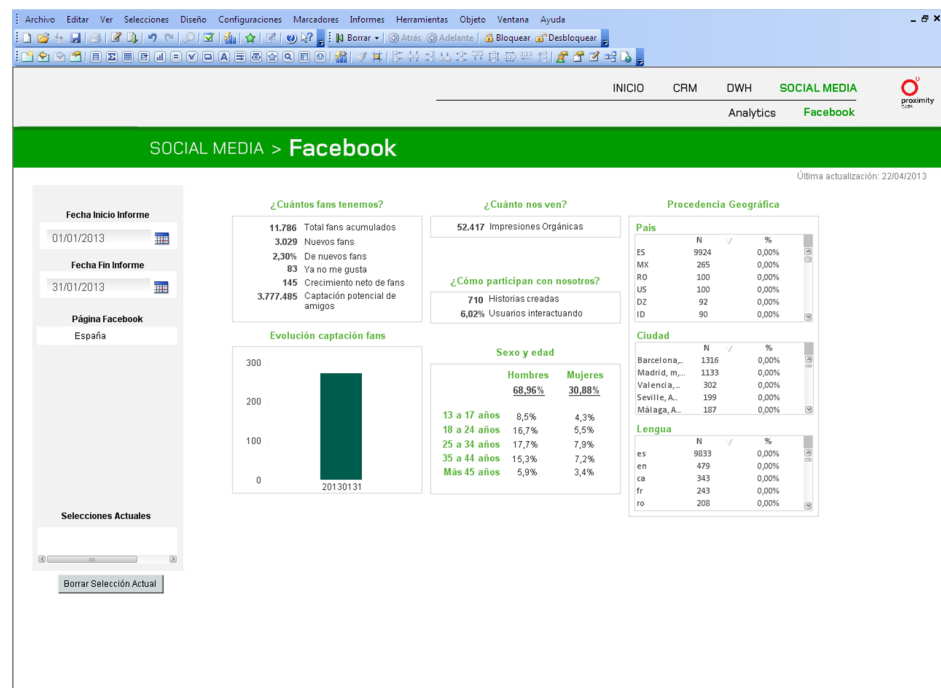
The Solution

In July 2012, after carrying out a comparative study of products available on the market that would fit the requirements of the CP Proximity team, the business analysts invested in QVSource's connectors for Google Analytics, Facebook, Twitter, and YouTube. The QVSource connectors automatically feed data from these online channels into QlikView, in near-real-time. Prior to using QVSource, the CP Proximity business analysts had mined this data manually, consolidating it into a single report, before amalgamating the data with the results from the QlikView dashboard. This was a laborious and time-consuming process. The reports were updated once a month and so they were static and became quickly outdated.

Since incorporating the QVSource technology, the QlikView reports give a complete view across the entire marketing campaign, which has greatly improved the ability to analyse information and gain access to valuable business intelligence. These reports are automatically updated daily.

The most important factor to consider is that all of CP Proximity's clients are unique; their campaigns are different, and their requirements are varied.

The QVSource connectors adapt easily to this diversity, empowering CP Proximity to be nimble in its reporting, and successful in its results.



A Facebook dashboard

The Benefits

For CP Proximity, there are three clear advantages to using QVSource connectors:

- QVSource offers an extremely cost effective solution, with the potential for a demonstrable return on investment
- QVSource integrates seamlessly into QlikView, adding a much greater insight into the success of a client's marketing campaign
- QVSource gives real-time actionable intelligence, which empowers the CP Proximity team to respond quickly to business trends

One of the many high profile brands that CP Proximity works with is a major European automobile manufacturer. Through a combination of the QlikView discovery platform and the additional data provided by QVSource, the automobile manufacturer now has access to a dynamic dashboard that allows them to view the results of CP Proximity's marketing campaigns on a single screen. The dashboard view is permanently available, and easy to access and understand. This is a very powerful value-added service from CP Proximity, as it gives the client real-time visibility of data that would normally be located in multiple locations, and therefore impossible to analyse.

The most important factor to consider in the case of CP Proximity's clients are, unlike their campaigns are different, and their requirements are varied. The QVSource connectors adapt easily to this, thereby empowering CP Proximity to be able to be reporting and analysing their results.

“CP Proximity is testament to the fact that long-standing QlikView customers can choose to add the QVSource technology at any stage of the business intelligence lifecycle, to enhance the Qlik-View investment and derive additional benefit from it. And, having renewed their QVSource license agreement for a second year, CP Proximity continues to see the value in investing in the QVSource Connectors.”

Darren Ball, Co-Founder,
Industrial CodeBox

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Case Study

About Industrial CodeBox

Industrial CodeBox, an award-winning Qlik Technology Partner, has been providing QlikView integration-related products and services for many years. The company originally developed the QlikView WorkBench and Sharepoint Web Parts, which later became integrated into the official QlikView product. Industrial CodeBox now focuses on helping companies extract business intelligence from social media and business web APIs.

At Qonnections 2014, Industrial CodeBox was awarded the inaugural Qlik Technology Partner of the Year award.

About QVSource

QVSource is Industrial CodeBox's flagship product, a suite of connectors that communicate with a wide range of online services. QVSource allows an analysis of the impact of social media and other channels on revenue stream performance, by interconnecting with online services and feeding the data into QlikView.

QVSource has a wide range of connectors, including:

- Blue Yonder
- Facebook Insights
- Facebook Pages & Groups
- File Transfer (FTP/SFTP)
- General JSON/XML/SOAP Web APIs
- Google AdSense
- Google AdWords
- Google Analytics
- Google DoubleClick for Publishers (DFP)
- Google Drive & Spreadsheets
- Google Prediction
- Klout
- Mailbox (POP3/IMAP)
- MailChimp
- MongoDB
- Notifier
- OData
- Sentiment & Text Analytics
- SugarCRM
- Twingly
- Twitter
- YouTube Analytics
- YouTube Data
- See more at www.qvsource.com

What People Think of QVSource

At Industrial CodeBox we work hard to ensure that we provide high quality solutions that are easy to use and trouble-free and backed up by the very best support experience.

We think we're doing a good job, but don't just take our word for it.

We have hundreds of online recommendations from users, with more than 50 5-star reviews on QlikMarket, which are an indication of how well received QVSource has been within the QlikView community.

Visit www.qvsource.com/Case-Studies for more success stories.

Free Trial

Visit www.qvsource.com for a free, fully functional trial of QVSource.

Download our free Starter QlikView Applications and discover actionable Business Intelligence that will transform your organisation.

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