



conexAPI

An interview with Patrick Sipin, Manager, Reporting & Data Analytics at Kingstar Media

Kingstar + ConexAPI = saved time and headcount.



“ConexAPI is so efficient, it’s like having an extra worker”

What inspired you to choose ConexAPI?

Our new ecommerce clients wanted access to more data so they could do deeper analysis themselves. But it wasn’t just greater volume of data, it was details within the data that we either didn’t have access to or couldn’t access very easily. ConexAPI changed all that.

What are the advantages?

Although Kingstar was providing spot time data, the clients wanted to dig deeper. They needed more than just when the spots aired. We were already starting to develop our own dashboard but actually had to manually match data from other software tools with post launch impressions. Now ConexAPI enables our clients to import post launch data onto a webpage and dissect the information they need. Literally in just seconds.

Why did you turn to NLogic?

Other sources seemed expensive. Besides, their data was supplied by third party companies. We wanted more direct access to data and already had an ongoing relationship with NLogic. So we knew we could expect a smooth, seamless process.

Were there any issues?

At first, there was a learning curve to understand how ConexAPI works but that was internal. It all got resolved quickly and easily with NLogic’s help.

What about the results?

Getting data quicker and easier saves us an incredible amount of time. Instead of manually matching up data through exporting, formatting and reimporting, ConexAPI provides automatic integration. So the manual work is significantly reduced. That not only saves us money internally, it frees us up to focus on other important things.

So what’s next for you?

We’re definitely going to find additional ways to implement this beyond just post-buys. We also see it being a great predictive tool that will help us with trending and estimating too.

With ConexAPI you have actionable insights on TV and radio data delivered directly and seamlessly to decision makers. Get the most up-to-date audience and spots data directly from your current tools and systems. You’ll no longer have to wait to download and process data, check for errors or manage data changes. Contact us today to learn more about ConexAPI

FACT:
A whole year of data, accessed in minutes

