

Measurement Session, Friday 6th Oct 2017, 11:30 -13:00

Best Practice:

How technology will shape media measurement

Speaker:

Thomas Vejlemand

Company:

Infomedia A/S, Nordics

@Vejlemand



WORLD MEDIA INTELLIGENCE
CONGRESS

BERLIN 4-6 October 2017

@_FIBEP

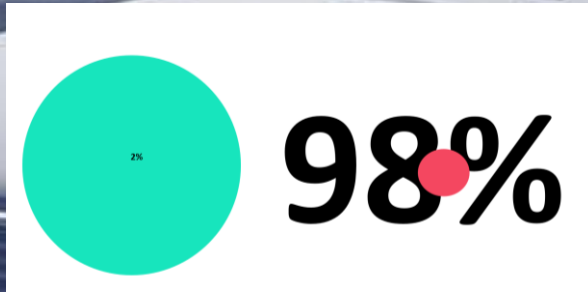
#FIBEP

#WMIC17



INFOMEDIA
Insight for Impact

Customer perception in 2015



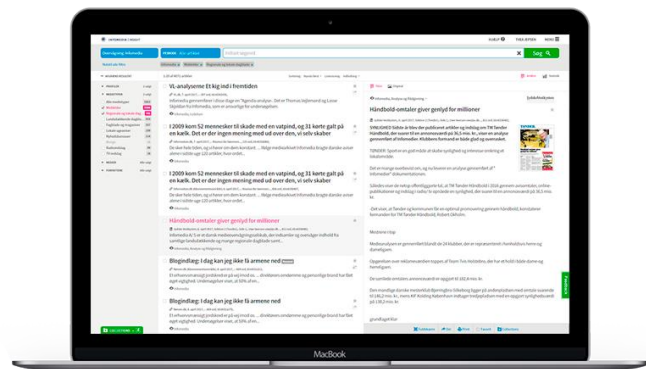
Allways on and the raise
of social media

Increasing numbers of
media-channels

Data eksplosjon a
increased comple



The new reality – adapting to constant change

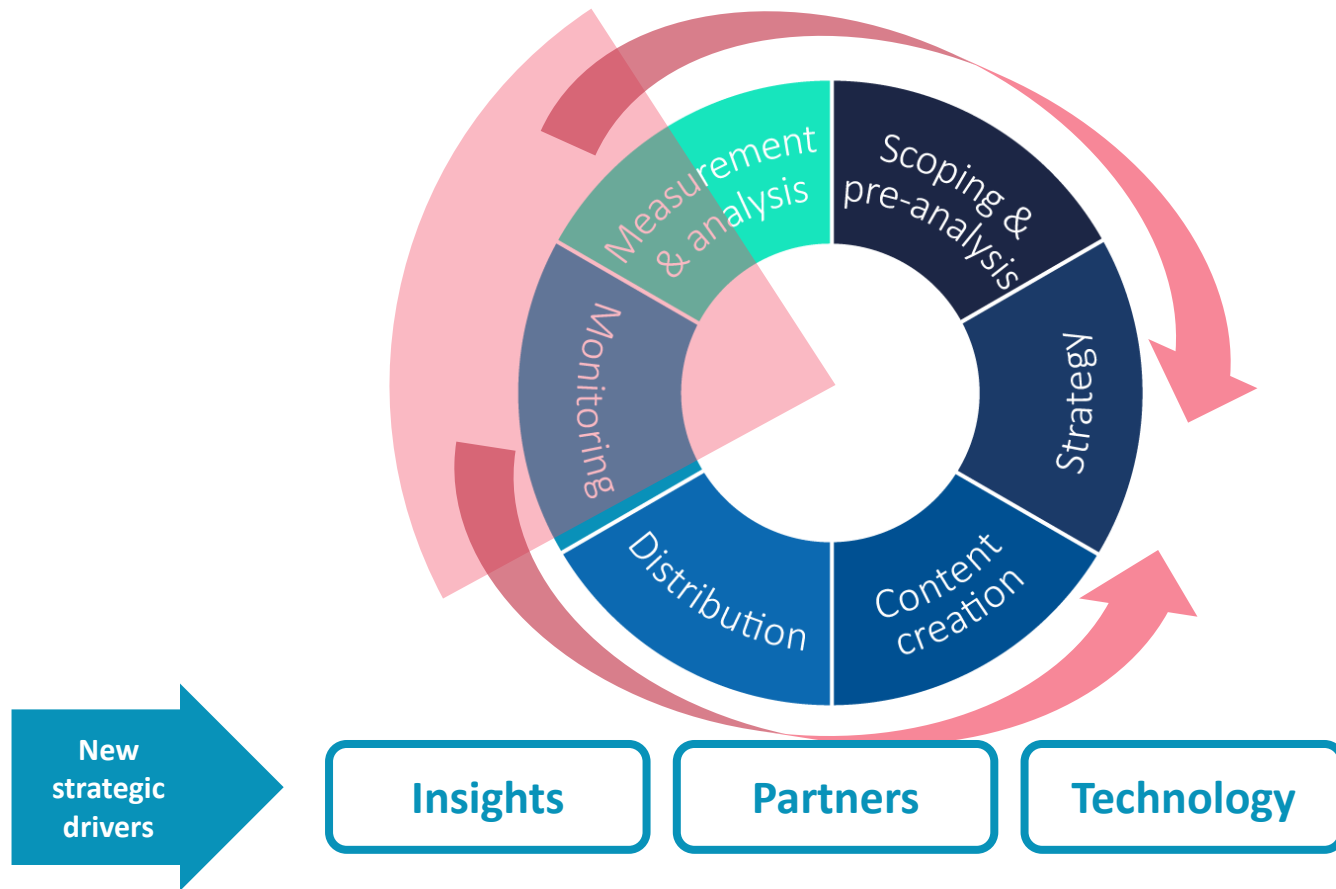


One size fit all

vs.

MAIL	MOBILE NEWS	MONITOR	PUBLISHER
ANALYTICS	REPORTBUILDER	DASHBOARD	NEW IDEAS!

From articles to Insight for Impact



Development & optimization

Media Analysis
Campaign & Event Analysis
Brand performance Analysis
AWARE – press & people
Media intelligence solutions



Data driven insights

Stakeholder Analysis
Influencer Analysis
Agenda Analysis
Market & Trend Analysis
Research / archive



Agile in real time

Media Monitoring
Social listening
Dashboards & KPI-measurement
Crisis Management



Intelligent channel selection

Engagement tools
Employee Advocacy
Paid Social Media

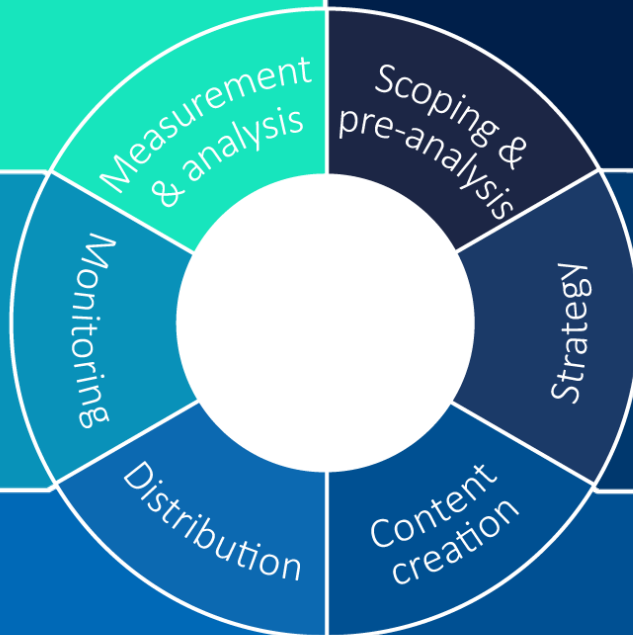
Decisions based on data & facts

Social media playbook
Infomedia Advisory
Communication Balanced Scorecard

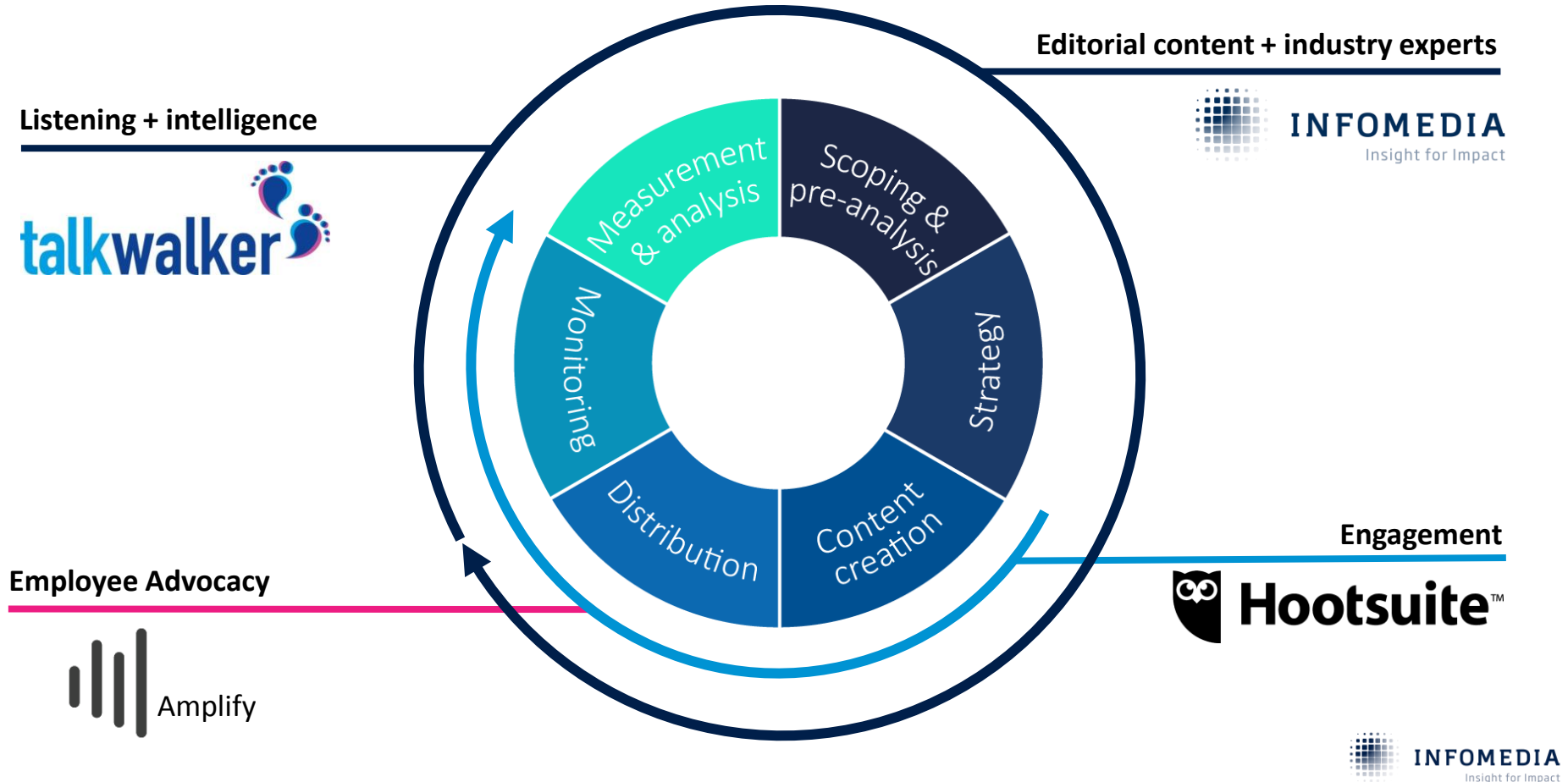


Customer centric communication

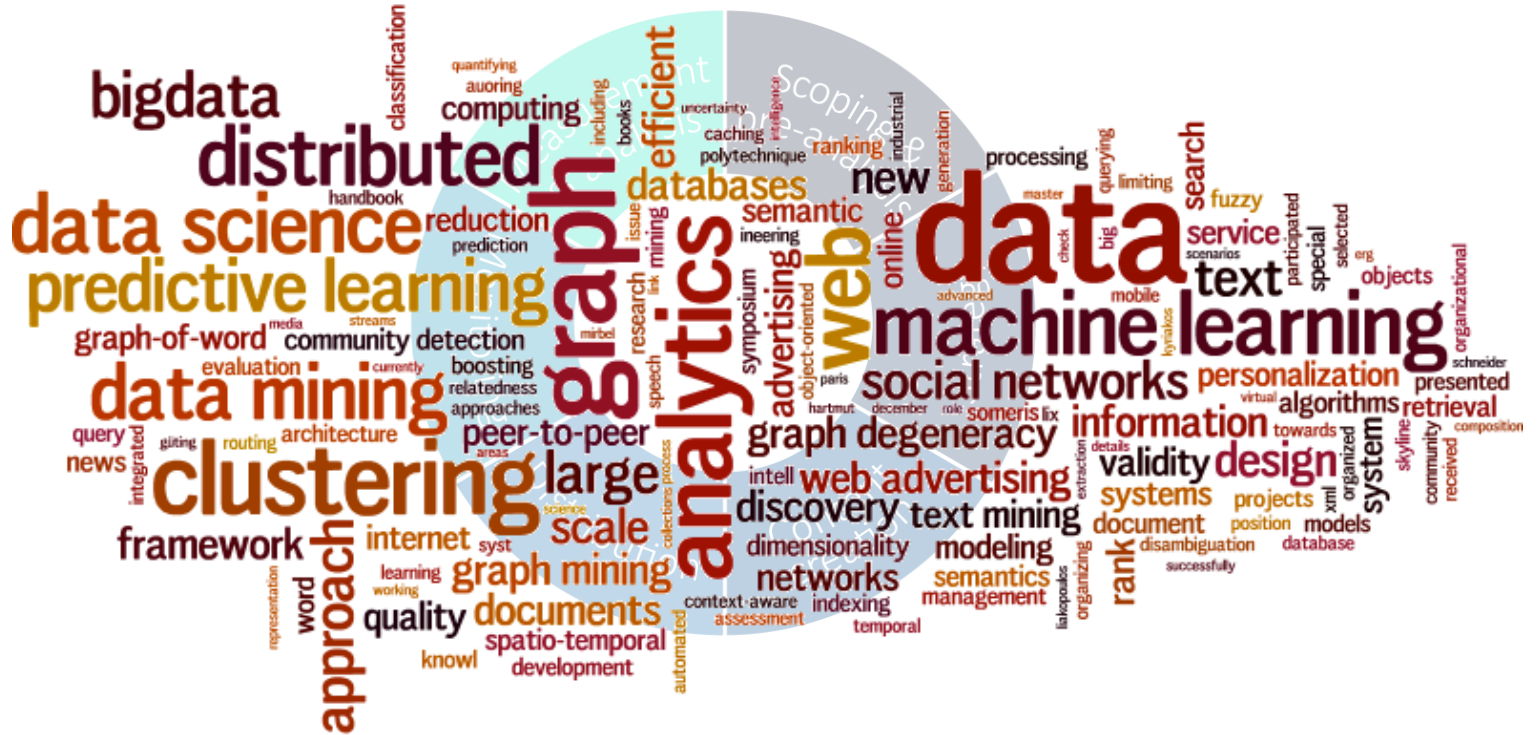
Content Performance Analysis
Automated content optimization



Partner Eco System



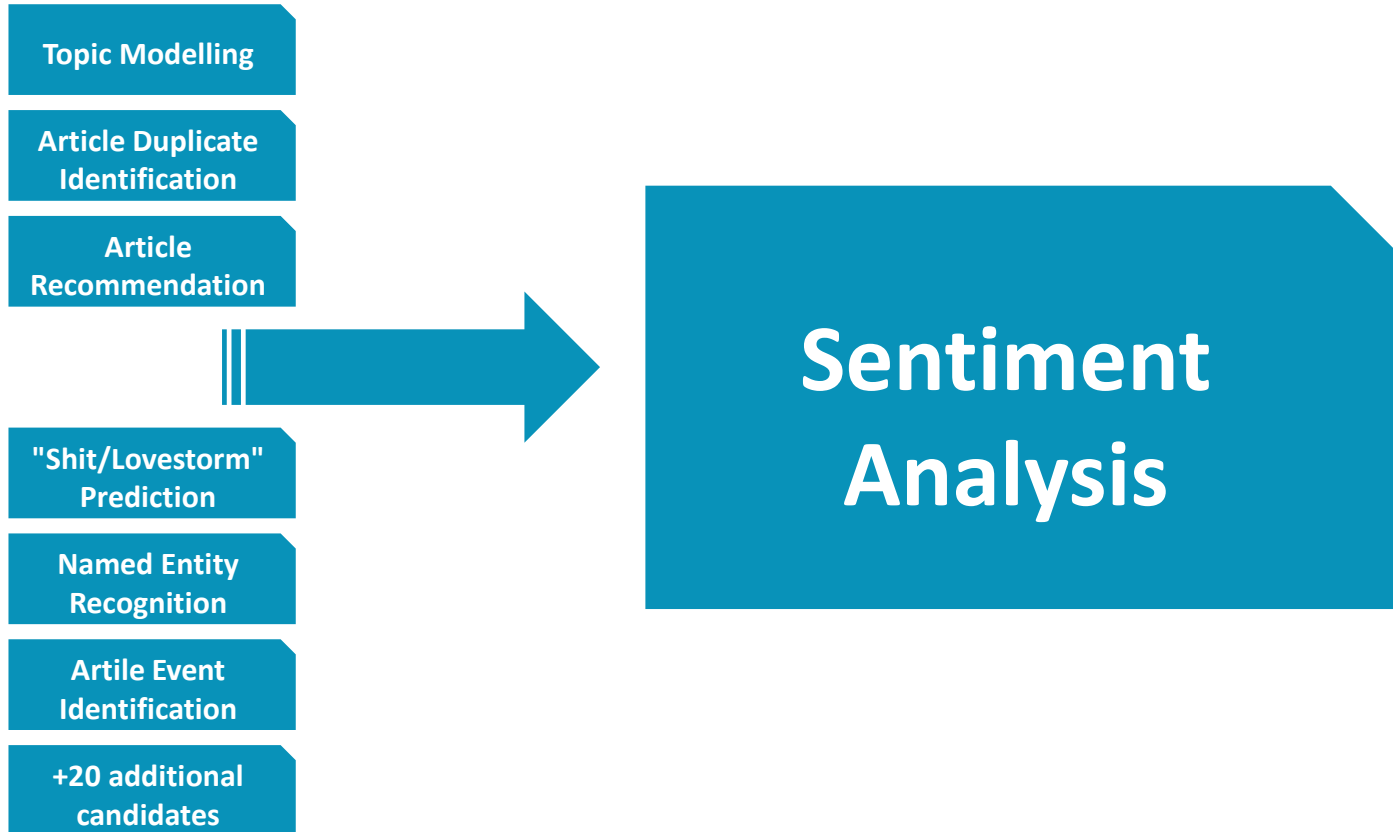
How to make data the driver for all 6 phases?



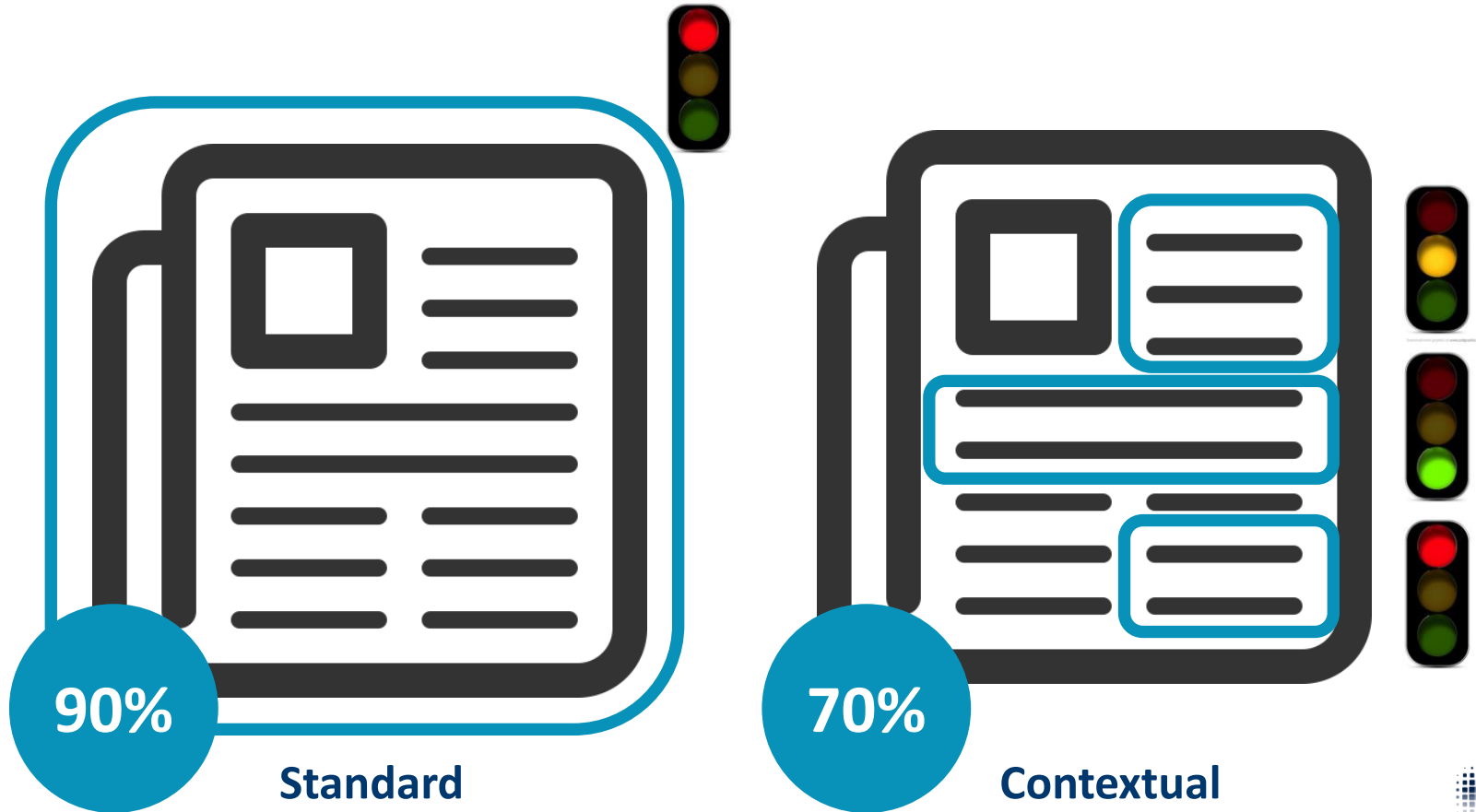
Can anyone help with Data Science, Machine Learning?

... in Nordic
languages??

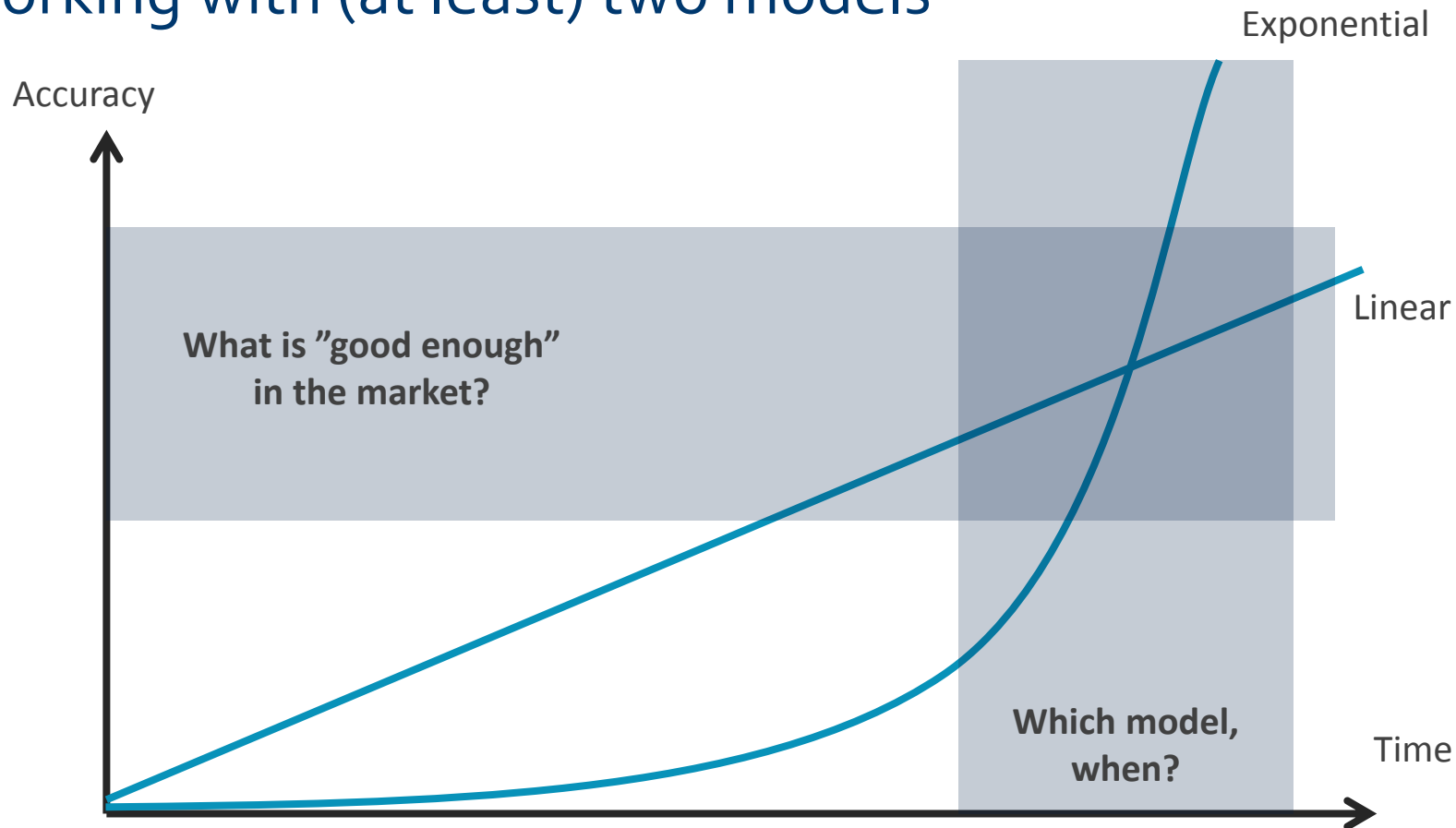
Extensive project pipeline – some already done!



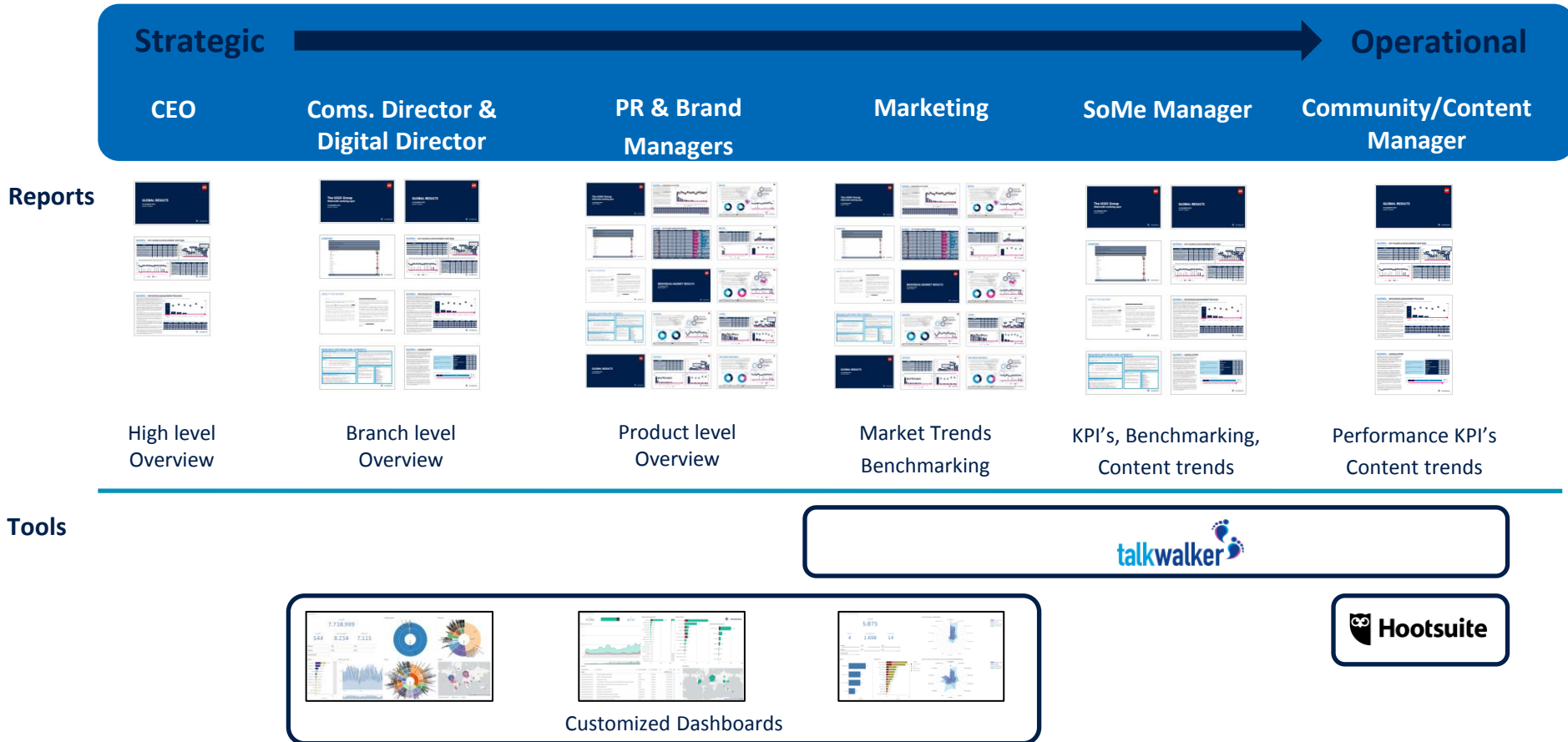
Two types of auto sentiment – both are in focus



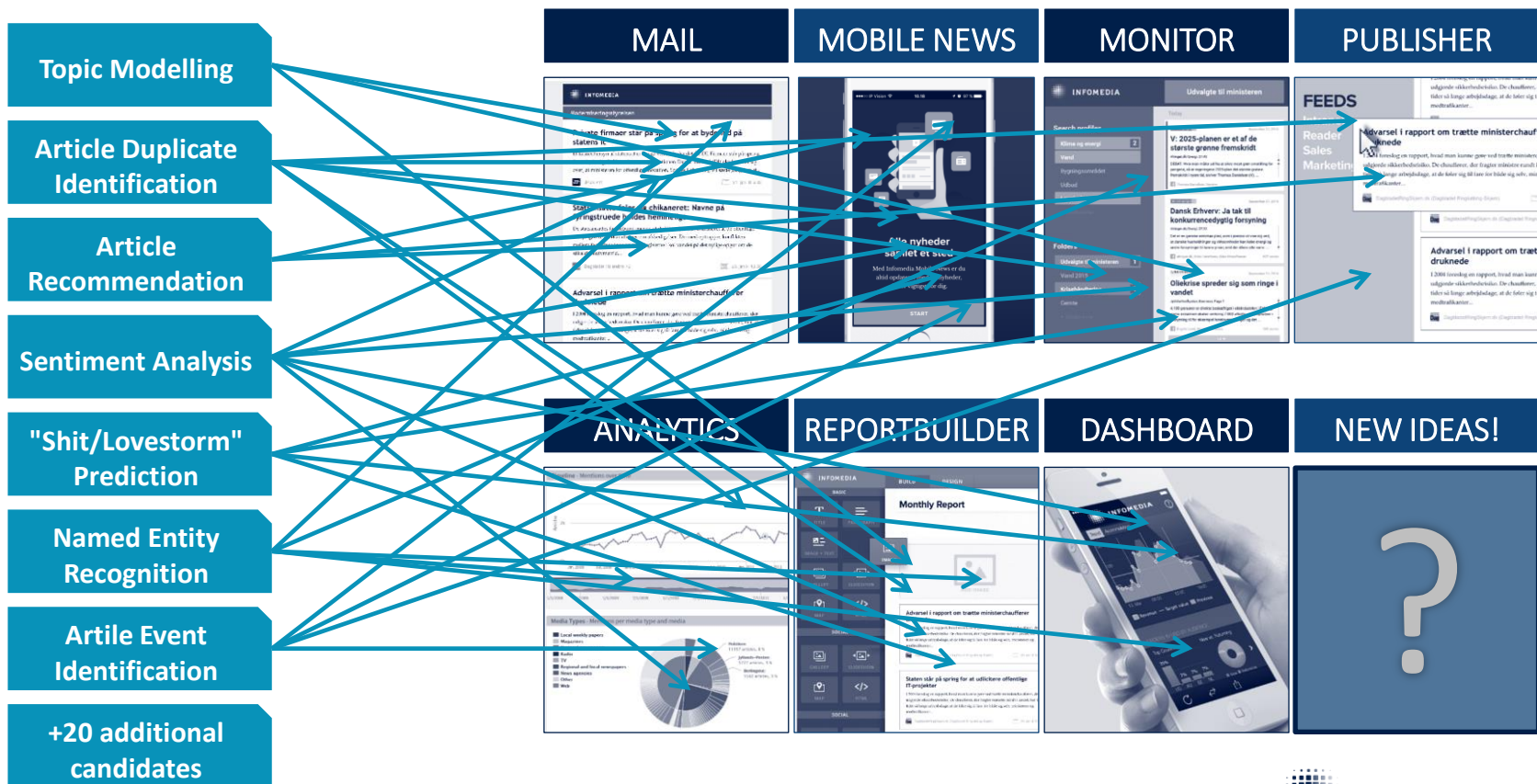
Working with (at least) two models



Next step – user centric approach



Impact in every aspect of the solution suite



Key figures



\$ 21.4m

Revenue in 2017



>15 %

EBITDA margin in 2017
(100 % growth compared to 2016)



80 %

of revenue
is recurring



3.4 %

CAGR
from 2016 to 2019
(Compound Annual Growth Rate)



65.7 %

EBT CAGR
from 2016 to 2019



170

Skilled employees
and student workers



25 %

Reduction in
production salaries



Awards

- › 3 AMEC Awards
- › AMEC Young Professional of the Year
- › IT Talent Top 3
- › Winner of Business Analytics Challenge

Want to know more

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