

CUSTOMER STORY

Analytics en Vogue

How Condé Nast uses data to evolve from a prolific print content creator to a digital media empire



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Caprice Carstensen, Manager of Data Visualization, Condé Nast

The Challenge: Uncharted Waters

For over a century, Condé Nast has dominated the international magazine market through iconic properties like Vogue, Vanity Fair, The New Yorker, and GQ. When the digital revolution rocked the print industry, Condé Nast embraced the opportunity to engage with its audience in new ways.

“Using data and personalization, we’ve extended our print brand to digital, and it’s attracted over 100 million users,” Karthic Bala, Chief Data Officer said.

But with its new digital applications, Condé Nast soon encountered more data than ever before.

Hiding inside that data were key customer trends that could help Condé Nast create content more precisely aligned to customer appetites and seize advertising opportunities with sharper accuracy.

“With digital, you know how long people are spending on an article and what article they’re most interested in,” Danielle Carrick, Data Visualization Engineer said. “You can get a lot more data and crunch those numbers, put it together and learn a lot more about your audience.”

Realizing this, Condé Nast began developing business intelligence infrastructure to make smarter use of its data, and it knew choosing the right partners in the digital transformation journey would be key.

Solution Overview

Customer Name

Condé Nast

Industry

Consumer Products

Geography

Worldwide

Function

Marketing

Business Value Driver

Customer Intelligence
New Business Opportunities

Challenges

- Expansion of content from print to include digital
- Overflow of customer data

Solution

- Condé Nast uses Qlik Sense® and QlikView® to improve access and draw insights from data across the enterprise

Results

- Smarter decisions driven by greater access to data
- More enticing, relevant content
- Greater customer engagement and retention

The Solution: Putting Insights in Print

With the same agility that's kept the company on top for over a century, Condé Nast chose to turn the data challenge into an advantage. Solutions from Qlik enabled it to transform the overflow of data into a wealth of insights that would drive smarter business decisions. The company chose Qlik solutions to create dashboards and applications that allowed executives to gain wider access to data, then understand that information from a broad or narrow view, and reimagine processes to create a new data-driven culture.

Key Solution Features

Condé Nast soon discovered deeper ways to interact with its data. Employees could ask any question and quickly explore across all data sources for insights into revenue growth. With 360-degree access to data, Condé Nast gained a more accurate understanding of what readers wanted, using the power of customer intelligence to better match content with current user desires. And the company was able to more accurately balance risk and reward by identifying what existing processes were working and which could be improved.

Condé Nast was also able to create powerful visualizations that gave it a complete 360-degree view of customer trends and opportunities. Advanced analytics integration and geographic calculation helped broaden insights. A fully interactive interface allowed executives at all skill levels to pan, zoom, make selections, and discover new business opportunities visually.

Finally, Qlik gave Condé Nast the freedom to explore all its data in one centralized location. This gave users the ability to answer key decision-making questions as they were raised, like in sales meetings or during investor presentations. This greater level of customer intelligence allowed Condé Nast to identify and seize opportunities faster than its competition.

"Qlik allows me to build a lot of data visualizations on top of a platform where I know the data is secure, where the data is getting to the correct parties, and I am able to create something that users can now make decisions upon," Caprice Carstensen, Manager of Data Visualization said.

The Benefits: Data Drives Readership

With agility and a digital transformation well underway, Condé Nast is transforming into a leading data-driven enterprise.

Leaning on its new data analytics expertise, Condé Nast now makes business decisions that are inspired by timely, relevant, actionable information. With this customer intelligence, the company can identify new business opportunities in a flash, often taking advantage of them before the competition even knows they exist.

"We believe data-driven decisions are changing the way Condé Nast works," Oliver Gomes, Executive Director of Business said. "That ability is moving the company forward, and is truly part of the digital transformation."

Condé Nast also uses data to analyze customer trends and create content that is more enticing to consumers. For example, if health-related articles are trending on one site, the BI team can pass that information onto other publications, which can then choose to increase the frequency or placement of those types of stories on their own digital properties.

"At Condé Nast, we've been able to deliver dashboards to the brands so they can understand what content is working and optimize their strategies around that," Carstensen said.

Condé Nast uses analytics to increase customer engagement, ultimately helping every business unit balance risk and reward to reach goals faster.

"We built out dashboards to track KPIs within the company, and these are live where employees can see exactly how they are tracking to their goals and can dig in and make adjustments as needed," Carstensen said.

Conclusion: Data-Driven Media

There's a big difference between being a print-only media company and being the foremost leader in digital content. But with help from Qlik, Condé Nast leads with data and is leveraging it in innovative ways to find and create new revenue opportunities.

With the ability to interact with data, create strong visualizations, and explore insights into customer trends and opportunities, Condé Nast makes intelligent decisions that lead to faster completion of business goals. The same commitment to innovation and excellence that helped Condé Nast dominate its first century of operations is now moving it through a digital transformation to take on the challenges of today, certainly setting the stage for another hundred years of media excellence.

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Karthic Bala, Chief Data Officer, Condé Nast



About Qlik

Qlik is on a mission to create a data-literate world, where everyone can use data to solve their most challenging problems. Only Qlik's end-to-end data management and analytics platform brings together all of an organization's data from any source, enabling people at any skill level to use their curiosity to uncover new insights. Companies use Qlik to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward.

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