NLogic

ConexAPI

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Microsoft
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Microsoft

Uncover new insights and opportunities with audience data

As brands complete for attention, those that have the best understanding and clearest picture of their target will win. With ConexAPI, you can seamlessly incorporate audience data to uncover new insights and revenue opportunities to grow your brand.

CHALLENGES

To get the clearest picture of your target you want to make sure you have the right data and are injecting it at the right time. Integrating various data sets, requires a deep understanding of the data and its limitations. Formatting, checking quality and cyphering through all the data before integrating it is challenging and time consuming.

REMOVE THE BARRIERS

ConexAPI allows you to place fully processed audience data directly where you need it. You can consolidate and automate your data pipelines, and even build out new audience-oriented applications and solutions that would have been impossible before.

INSIGHTS TO ACTIONS

Spend less time formatting, checking and processing the data and more time uncovering new insights and opportunities. With a clear picture of your target's media consumption habits and how those relate to sales and engagement, you can build successful campaigns that drive the results you really want.

NLogic: ConexAPI

Uncover opportunities with audience data

DATA INTEGRATION

Create a more rounded view of your target by seamlessly fusing proprietary first-party data with our TV and radio audience data.

SYSTEM INTEGRATION

Automate business intelligence and inform marketing decisions with speed, streamlining processes and improving data accessibility.

CLOUD-IMPLEMENTATION

Improve your time-to-market with enhanced scalability, flexibility and reliability through an Azure-hosted platform.

NLogic ConexAPI + Azure

As a Microsoft Gold Platform partner we have the expertise and experience with several Microsoft technologies including Azure cloud and Power BI. Leveraging Azure cloud has enabled us to deploy 3x faster, provide exceptional throughput with low latency, scale at will, and enable best in class security and availability.

FASTER TIME TO MARKET

With our unique expertise and cloud enablement support from Microsoft Azure, we can develop and deploy solutions 3x faster.

EXCEPTIONAL PERFORMANCE

Our ConexAPI service is scalable to meet the fluctuating bandwidth demands to provide exceptional throughput and low latency.

BEST IN CLASS SECURITY & AVAILABILITY

Azure cloud enables us to provide best in class security and very high availability for our ConexAPI service.

Customer success: CFL succeeds with automation and visualization

In order to fine tune their schedule decisions and balance their broadcast interest, the CFL were trying to understand who watches their games, how long they watch, and when they watch. They also needed to dig deeper into this younger demographic to better understand their tuning habits.

SEAMLESS

ConexAPI helped the CFL streamline their processes and improve data accessibility, with seamless access to audience data.

DYNAMIC DASHBOARDS

ConexAPI enabled the CFL to create a dynamic, automatically updating dashboard that required minimal manual intervention once it was built.

TIME SAVINGS

"We now spend less time on legwork, and more time on analysis and action."

Ready to make audience data work for you?

Call Peter Farfaras for more information: 647-448-0745

Ask a question or request a demo via email:

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Learn more: nlogic.ca/products/conexapi

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