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ConexAPI's automation & visualization win over CFL

The Canadian Football League, founded in 1958, is an iconic symbol for Canadians. They host one of Canada's largest annual sporting events, the Grey Cup, and manage 9 member clubs (teams) across Canada.

Similar to many brands in the digital era, they were facing a number of challenges including how to engage a younger demographic audience that has a shorter attention span than ever before.

The current tools they were using to analyze data, while satisfactory in terms of service, proved to be too inefficient for the sophisticated analysis they wanted to share with their members on a more frequent basis. The tools they used provided accurate results, but required too much time and management to pull out the data they needed on a weekly basis.
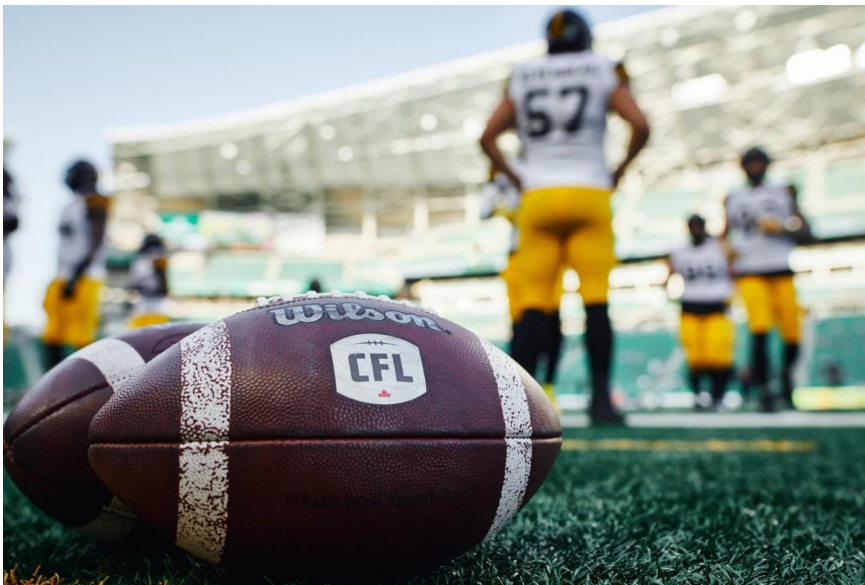

Image: CFL website, credit: Arthur Ward/Arthur Images

At-a-glance:

Company: Canadian Football League (CFL)

Website: www.cfl.ca/

Company size: 155 employees

Country: Toronto, Ontario

Industry: Sport

Products and Services: Professional sports league

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ConexAPI, CFL, & Azure

Customer challenges

As it relates to television, 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.

Overall, they felt this information would help them fine tune their scheduling decisions, in which they attempt to balance their broadcast interests with their more local, team-specific interests.

Partner Solution

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

This industry-first API, built on the power of Azure, provided multiple data export formats, enabling a direct link between audience data and CFLs proprietary platform. ConexAPI further empowered the CFLs sales team to access the data more efficiently and in a visual format that resonated with clients.

Customer Benefits

ConexAPI has enabled the CFL to create a dynamic, automatically updating dashboard that required minimal manual intervention once it was built. They considered other tools for their deep research analysis capabilities, but the visualization and time saving potential with ConexAPI could not be beat.

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

"Internal adoption for this tool was very strong."

"The visualization and time saving potential with ConexAPI had us sold."

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🌐 www.nlogic.ca/conexapi/

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