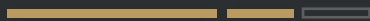


# AD PREVIEW DATA REPORTING & VISUALIZATION



# THE CLIENT PROBLEM

Our client, a **leader in the insurance sector** used to **receive ppt reports of the ad preview tests** run by them. The client needed a **one-stop-solution to view, compare and analyse ads** for a given time period.

# THE AQ SOLUTION

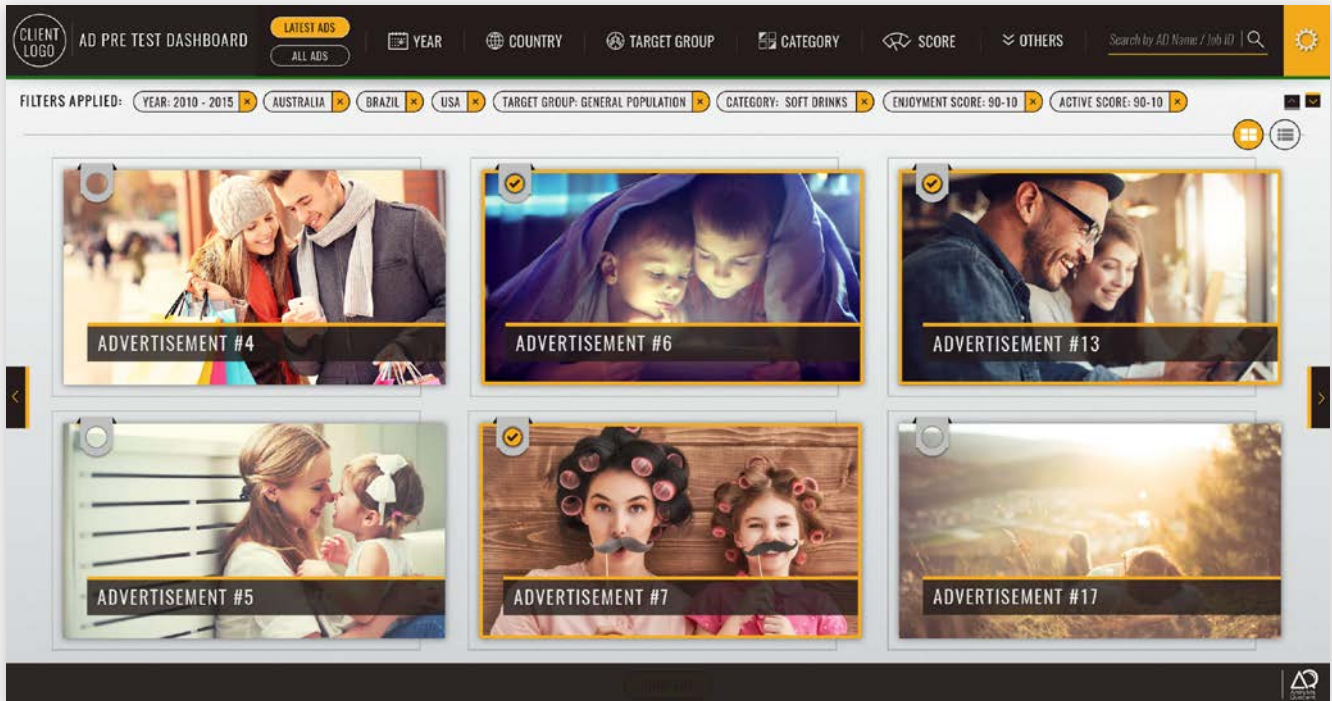
AQ collated and cleaned all historic data files and created a user-friendly dashboard which allowed users to search for an ad in an interactive manner and view it's results. It also allowed users to compare results of two or more advertisements. The navigation was visual and intuitive. Users could just search for ads by country, performance and other metrics. They could even play each ad as they viewed it's scoreboard. All outputs could be exported to ppt and excel.

## LOGIN PAGE

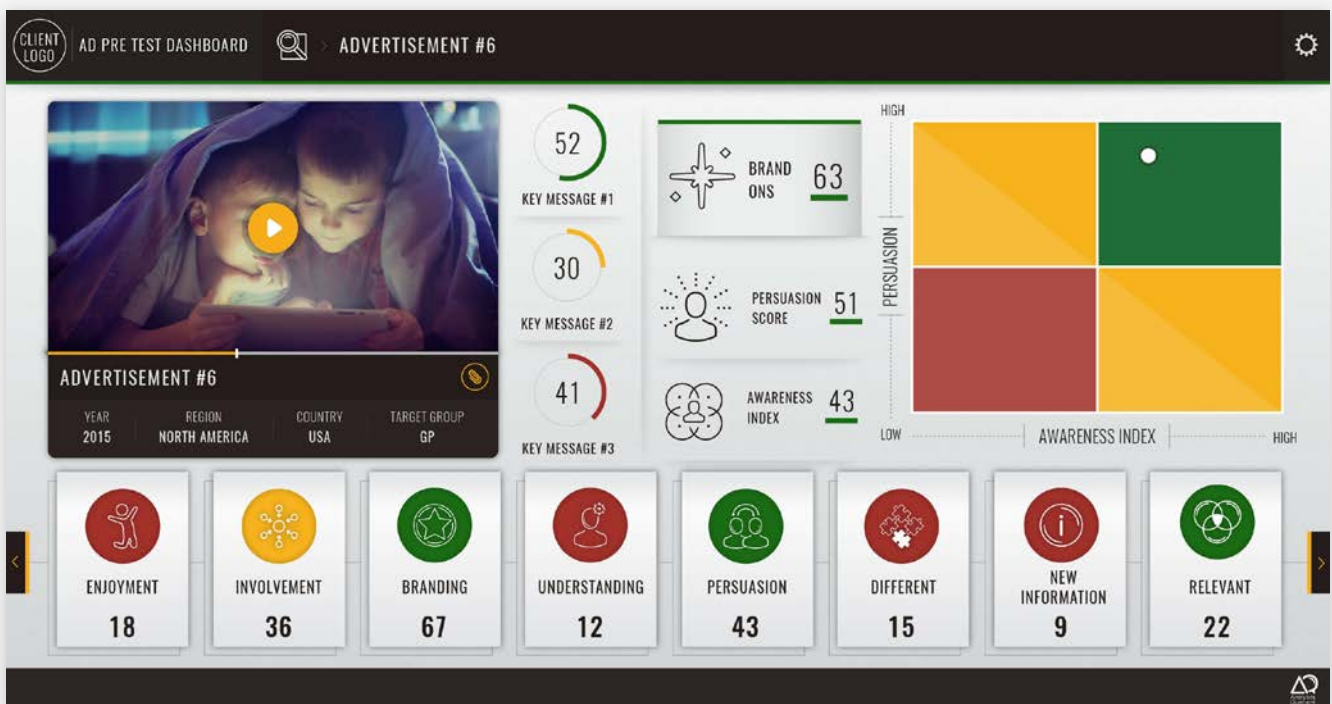


As soon as the user logs in to the tool all ads are displayed on a single page enabling the user to deep dive into any ad at the click of a button. Filtering options are also available at the top of the screen.

Ads that meet the selection criteria are displayed on the screen. The selection filters are also displayed for quick referencing.



A user can click on any ad to deep dive into it's performance. The KPI's of the ad are displayed in the deep dive view. In this view, the user can view the ad performance metrics, play the ad on the same screen and download all reports linked to the ad.



# THE CLIENT BENEFIT

The tool helped managers across business functions to access all their preview data in one place and get insights about the data.

It provided users with options to customize their search based on the filtering options.



**Thank You**

For any queries, get in touch with us.

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