MMI Agency Advertises in a Real-time World
Maximum ROI by delivering actionable insights in real time

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>
> — Benjamin Spiegel, CEO

DETAIL

HALF

Time saved generating insights and delivering advanced analytics

CHALLENGE

"We're an advertising agency focused on enabling brands to win on new platforms and mediums by leveraging data and technology to beat their competition," says CEO Benjamin Spiegel. "Our goal is to turn consumer, market, and platform insights into actionable recommendations for the brand in the shortest time possible.

"Advertising is a real-time business. For our brands to have a competitive advantage, we need to respond to consumers in the moments and places they choose. Today, social media is generating massive amounts of information. How do we identify relevant information and then generate insights—and not only insights, but also actionable recommendations for our clients and their partners?

SOLUTION

"One need we had was portability, to be able to access data anywhere on a mobile device, tablet, or laptop. Another was ease of onboarding so that somebody who has never touched big data or analytics could leverage it from day one. And third was the ability to take it to the enterprise level and use it in the boardroom. MMI has partnered with more than 80 global brands. We needed something we could invest in once and scale across a variety of industries and end consumers. It was very much about flexibility and scalability.

"We evaluated a variety of solutions, such as Tableau and Microsoft, and they all had their own strengths and weaknesses, but we needed a solution that could deliver true real-time insights inside a single platform. TIBCO Spotfire® has the best workflows—from exploration to modeling and advanced visualizations. We're able to load any data set, no preprocessing, and dive in right away. Solutions like Tableau were great for reporting, but Spotfire really gave us the right tools for generating insights and actionable recommendations versus just a visual representation of numbers.

MMI AGENCY

MMI Agency leverages the power of the connected social world to orchestrate relationships between brands and their consumers. It does this by diving deep into consumer digital footprints to gain relevant insights into behaviors, then crafting meaningful conversations and experiences to drive authentic engagement.

FAST FACTS

Headquarters: Houston
Founded: 1986
Employees: ~80

BENEFITS

TIME SAVINGS AND BETTER CUSTOMER OUTCOMES

"When we began to transition from manual tools, such as Excel or PowerPoint, and started rolling out Spotfire, we cut the time it takes to generate reports, insights, and dashboards in half. It used to be a multiday, multiperson process, with each person using different tools and technologies. By having it all in one platform, we went from days to hours. We spend less time crunching numbers and juggling data, and instead we focus our resources on driving better business outcomes for our brands.

IMMEDIATE ANSWERS

"We use Spotfire in three ways. For customer-facing, we collect data from our own data mart and provide 24-hour access to it. Then, our business analysts work on memory-heavy workstations to dive deep into the data and create insights via modeling and advanced analytics. And our strategists meet with clients in interactive sessions using large displays. The client asks questions, and the analyst and strategy leads drill down into the data in an interactive environment. Clients can ask 'What if I double my spend?' or 'What if I want to adjust my priorities?' and we can answer these questions in that moment with certainty. That's one of the main differentiators that we love about the product. When the client has a question, we double-click on the data, dive deep, and give the answer right there rather than having to say, 'Hey, let us come back in a week.'

BETTER CUSTOMER RELATIONSHIPS

"Through tools like Spotfire Automation Services, we can spend much more time on meeting our clients' needs, creating recommendations, and growing our clients' business instead of spending time creating manual reports. Reports are generated automatically, and our strategy leads can talk about new solutions and ideas instead of putting together dashboards.

  "Spotfire also allows us to provide our clients with additional value that they don't have to pay for. They're getting advanced interactive dashboards for forecasting and shared data access without incremental cost or charge.

INCREASED CAPACITY FOR GROWTH

"Now that we have efficiencies in the most important areas, such as data science and analytics modeling, we can take on more business and grow at a pace we couldn't before.

FUTURE

"Right now, after a couple of years, we have half of the organization using Spotfire on a regular basis. Now the question is 'How do we enable access across the entire organization so people at all levels can get the data easily and make decisions based upon it?'"

TIBCO®

TIBCO enables digital business solutions through smart technologies that interconnect everything and augment intelligence. This combination delivers faster answers, better decisions, and smarter actions. TIBCO provides a connected set of technologies and services, based on 20 years of innovation, to serve the needs of all parts of an organization—from business users to developers to data scientists. Thousands of customers around the globe differentiate themselves by relying on TIBCO to power innovative business designs and compelling customer experiences. Learn how TIBCO makes digital smarter at www.tibco.com.