



# Commercial value in data

Brief: Produce sales materials with commercial-facing messages based on mobile behaviours.

*“Mediacells managed & interpreted our mobile data analysis that assisted our advertising and sales teams to hit monthly and annual mobile revenues targets.”*

Tim Satchell, Head of Mobile, Sky

## WORK

We mined & cleansed Sky Sports mobile audience data to develop a downstream reporting suite with sales materials.

## RESULTS



Data initiatives plugged in directly to the Sky sales funnel resulting in quantifiable uplift in advertising.



An online insights portal created a step change in Sky's commercial business intelligence approach.



Collaborative consultancy empowered Sky to pitch for mobile advertising deals equipped with insights.

