

## Case Study

### Infoadex



## The Customer: Infoadex

Infoadex is the company that carries out advert monitoring and analysis for ADEX purposes in Spain.



365 days a year, Infoadex controls, archives and analyzes each and every one of the advertisement insertions appeared in conventional media: television, magazines, newspapers, supplements, radio, cinema, internet and outdoor.

Infoadex has carried out this activity for the last 30 years, and is associated to the international group

ACNielsen, the world's leading marketing information company.

Infoadex has a team of over 80 professionals working every day with tools incorporating the latest technology to collect, archive, manage and process quantitative and qualitative ADEX data, and boasts the largest database of advertisement creatives in Spain.

## The Project: Collection of Quantitative and Qualitative ADEX Data

Infoadex has always been at the forefront of new ADEX technologies. However, until recently, advances in semi-automatic television and radio monitoring had not had an equivalent in printed material monitoring.

The advertising monitoring system in place at Infoadex required a high number of controllers manually entering quantitative ADEX information in a database. All entries had to be validated by a team of more experienced controllers to ensure that all categorizations were correct and there were no

duplications, effectively doubling the amount of work. Control of new creative copies had to be done separately with the use of

scanners, and although the number of insertions was satisfactory, it was also clear that the system could not develop further.



## The Solution: Semiautomatic Press Advertising Control with ADingest

To automate the collection of ADEX data out of printed material, mostly Spanish newspapers and magazines, Infoadex has implemented a number of ADingest stations in its Madrid offices.

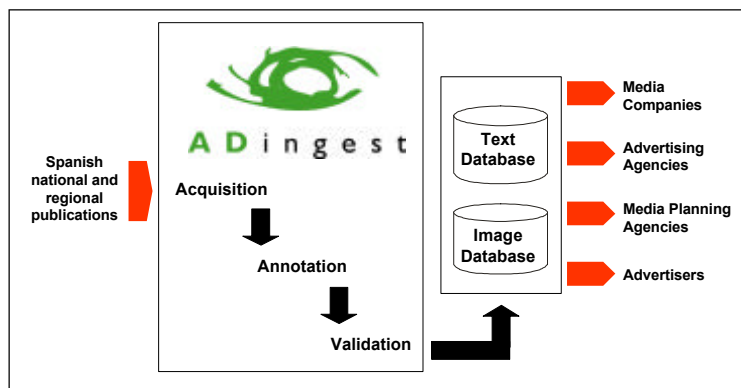
The ADingest process begins with the digitization of all adverts with a scanner or a purpose-built digitization table designed by Visual Century. Obtained images are analyzed with advanced advertising monitoring software, which includes computer vision techniques. The

ADingest process continues with the semi automation of the entry, validation and exploitation of data related to advert insertions.

The tools at the user's disposal provide the means to visually compare the images corresponding to every advert insertion, which increases accuracy and minimizes duplicated data. Finally, ADingest facilitates the exploitation of the data collected on advert insertion in different publications, as it is capable of generating accu-

rate, just-in-time quantitative and qualitative information. Data obtained by ADingest is essential to analyze, evaluate and monitor adverts in printed material, and is especially effective in ad version control.

The implementation of ADingest has had a very positive impact on productivity and insertion rates. According to Javier Baron, General Manager of Infoadex, "ADingest gives us unprecedented flexibility to quickly adapt to advertising peaks and seasonal variations in or volumes of work". The system has also proved to reach far beyond from traditional systems, for example by automatically providing the exact measurements of advertisements. In words of Pedro Villa, Technical Manager of Infoadex, "ADingest is the future of quantitative and qualitative press advertising control".



### Benefits for Infoadex

- Easy integration with existing and future systems and databases.
- High flexibility and adaptability to seasonal variations in advertising.
- Control of all publications, regardless of their format size.
- Qualitative and quantitative information in one single process.
- Shortening of training times and increased productivity.
- Better service to clients, with improved data quality and reliability.
- Modular, scalable system that can grow with the company.
- Possibility of offering new, added-value products and services.

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