

THE AUTOMATION ADVANTAGE

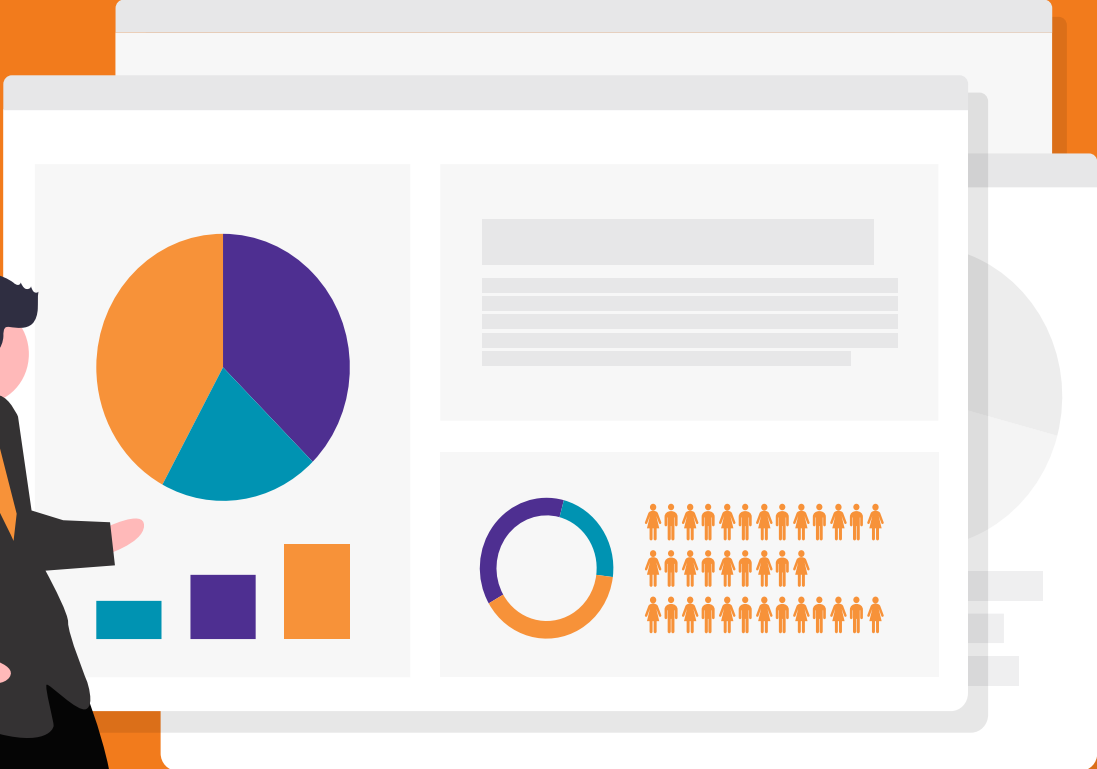
TURNING TIME SAVED INTO CLIENT VALUE



Bernie Malinoff, Leger-Element54



Benjamin Rietti, E-Tabs



WHAT WE'LL LOOK AT TODAY



01 **AUTOMATION**
Ways to leverage Automation

02 **LEGER-ELEMENT54 STORY**
A SlideCraft Case Study

03 **AI ANALYSIS**
Add Automated AI Analysis to slides

04 **THE STRATEGIC BENEFITS**
What Automation can do for your business

ABOUT US



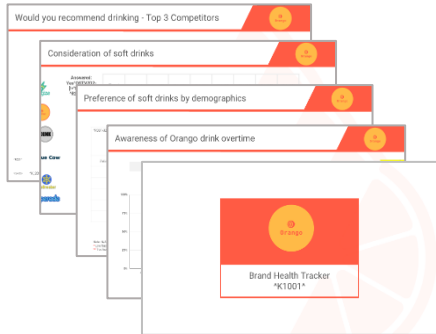
- **Acknowledged MR industry leader** in Data Visualization, Online Dashboards and **Automated Reporting solutions**
- Winner of **numerous MRS/ASC awards** and HM The Queen's Award for Enterprise
- **24-hour Global support**



FLEXIBLE PARADIGM FOR OPTIMAL AUTOMATION



Data pulled into your own existing template



Country		2013		2014		2015	
	Total	Q1	Q2	Q3	Q4	Total	Q1
UK	100%	25%	25%	25%	25%	100%	25%
Spain	100%	25%	25%	25%	25%	100%	25%
France	100%	25%	25%	25%	25%	100%	25%
Germany	100%	25%	25%	25%	25%	100%	25%
Italy	100%	25%	25%	25%	25%	100%	25%
Portugal	100%	25%	25%	25%	25%	100%	25%
Lithuania	100%	25%	25%	25%	25%	100%	25%
Holland	100%	25%	25%	25%	25%	100%	25%



Google Slides

Google Sheets



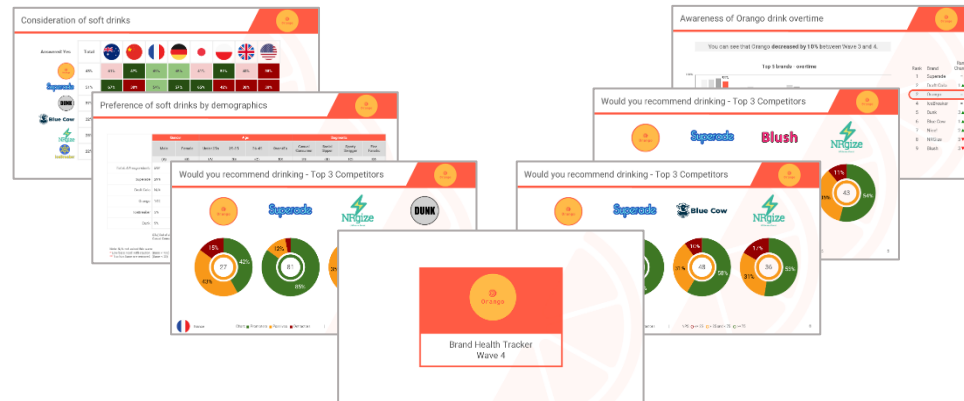
Google Sheets



Power BI

Tableau

SQL



EVERY DETAIL YOU NEED FOR PERFECT AUTOMATED REPORTING



- Can read in any standard **Excel banner tables**, SPSS files
- Variance across time or markets; **changing Brand** lists, numbers of brands
- Statistical / Significance **testing, low-base conditions**
- Automatically **align brand logos**, indicators
- **Calculate** differences, trends, **generate** standard analyses



TYPES OF PROJECTS



TRACKERS



MULTI COUNTRY



SEGMENTATION



CX SAT



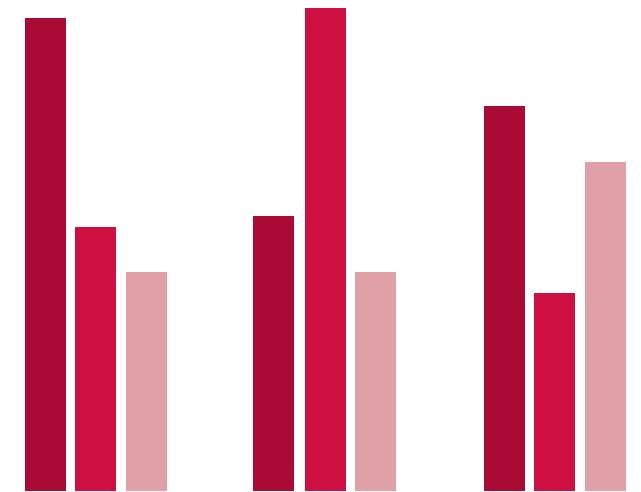
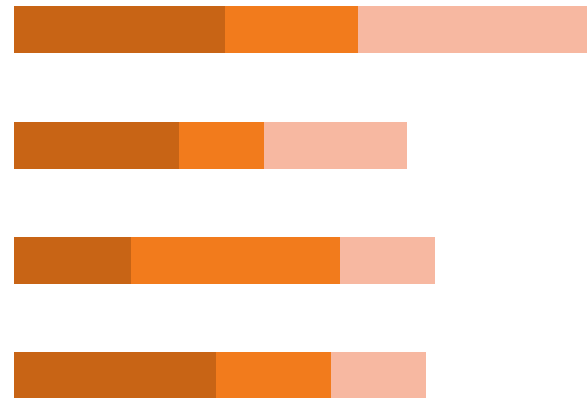
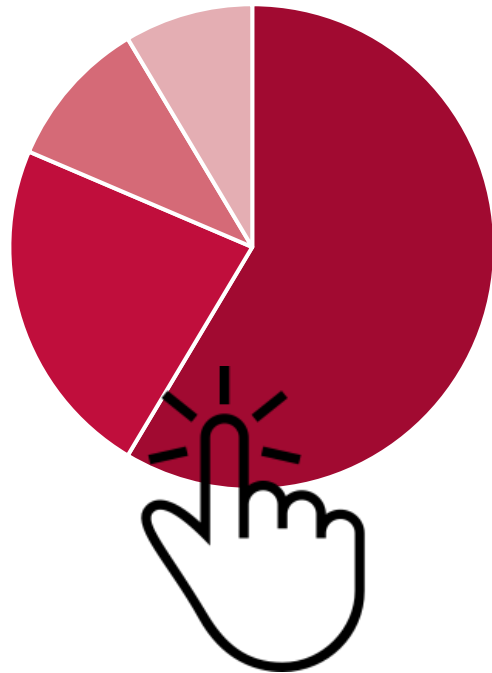
BULK CHARTING



CHERRY PICK



Bulk produce charts and cherry pick the charts you like to present your data



LIBRARY DECK



SlideCraft allows you to **easily create a chart appendix** for your clients!



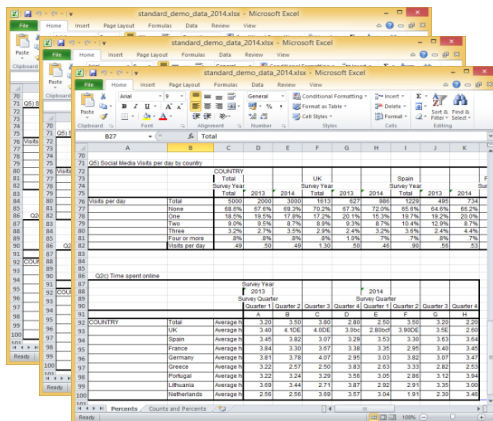
SLIDECRAFT WORKFLOW



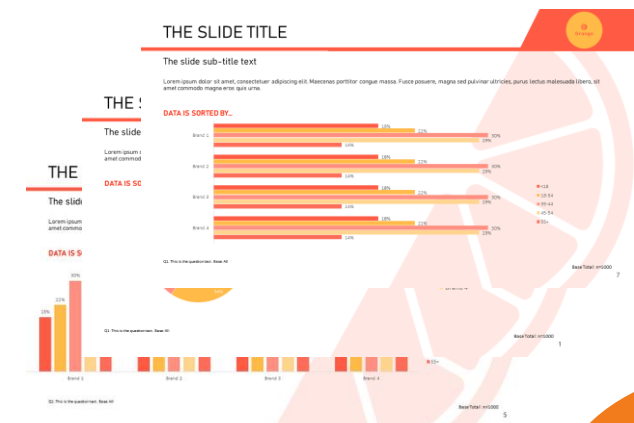
STEP 2: SELECT YOUR DESIRED QUESTIONS, VARIABLES AND THEME SLIDES

- Q1. Education Level : Base: All respondents
- Q2. Job Category : Base: All respondents
- Q3. Job Satisfaction : Base: All respondents
- Q4. Number of years with current employer : Base: All responder
- Q5a. Different methods used to commute - Bike : Base: All respon
- Q5b. Different methods used to commute - Bus : Base: All respon

STEP 1: UPLOAD YOUR DATA TO SLIDECRAFT



STEP 3: DOWNLOAD YOUR FULLY POPULATED SLIDES!



SLIDECRAFT IN ACTION



The screenshot shows a web browser window with the URL `https://ecloud.e-tabs.com/#`. The page title is "SlideCraft". On the left is a dark blue sidebar with the SlideCraft logo and navigation links: "New Report Plan" (highlighted in orange), "Home", "Themes", and "Run History". The top right of the page shows the user name "Katie" and a "Help" icon.

The main content area features a white modal form titled "Create a new report plan" with the instruction: "Complete the form below to create and begin designing your report plan".

The form contains the following sections:

- Name your report plan**: A text input field with a cursor.
- Data file**: A file selection area with a "Choose Files" button and "No file chosen" text. Below it is a note: "Choose the Data Upload Files.zip that was created with the E-Cloud Data Studio".
- Report options**:
 - Theme**: A dropdown menu with a downward arrow.
 - Instruction: "Choose your Theme - this determines the slide designs used in the report plan".
 - Base Text**: A text input field.
 - Instruction: "Enter the Row Label of your Base row as it appears in your data file (e.g. Total)".
 - Email Outputs To**: A text input field.
 - Instruction: "Enter an email address to send outputs to additional stakeholders".

At the bottom of the form are two buttons: "Cancel" and "Design report plan >".

Leger  54

SlideCraft Delivered Value in **Two Key Ways**

1. **Solving** the **core challenge** we identified upfront
2. And **unlocking** an **unexpected** additional **benefit**...



Table Automation

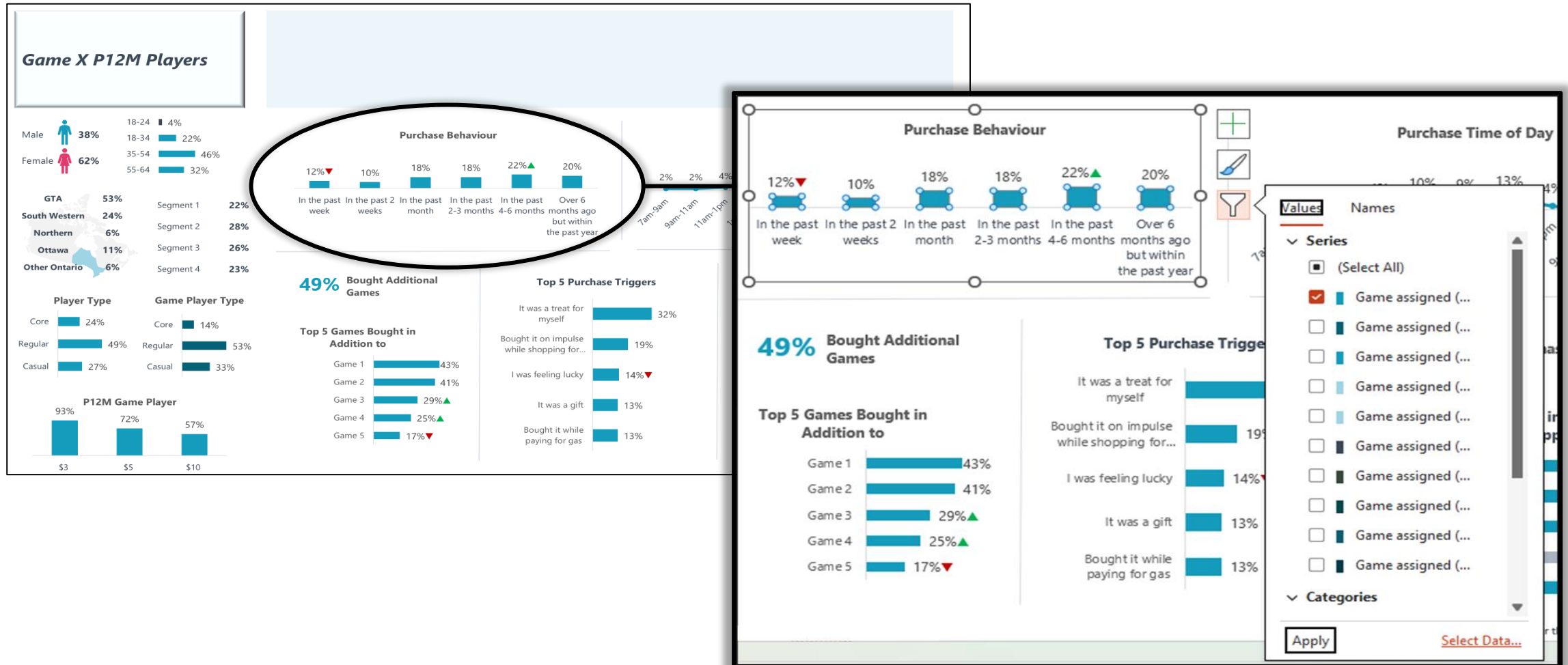
Significantly **reduced turnaround time** for multi-banner slides: Quickly and efficiently created multi-banner slides using Leger-e54 template and formatting.

SlideCraft Wizard

	Gender Male (A) (n=813)	Gender Female (B) (n=1187)	Age 18-24 (D) (n=101)	Age (Net) 18-34 (C) (n=459)	Age 35-54 (G) (n=880)	Age 55-64 (H) (n=661)	Ethnicity Asian (P) (n=128)	Ethnicity South Asian (Q) (n=132)	Ethnicity Southeast Asian (R) (n=56)
Retail location	33%	40% ^A	29%	30%	37% ^E	43% ^{DEG}	30%	31%	32%
TV	30% ^B	22%	29% ^E	21%	27% ^E	26% ^E	19%	24%	21%
App	28% ^B	20%	35% ^{GH}	29% ^F	25% ^H	18%	20%	38% ^{NP}	38% ^{NP}
Signs /posters in the store	23%	23%	18%	19%	23%	27% ^{DE}	30% ^Q	17%	23%
Website	31% ^B	18%	28%	25%	24%	20%	27%	31% ^N	39% ^N

Chart Automation

Reduced population time by 75% by automating slide creation: Combined charts using SlideCraft into a 'dashboard' to quickly replicate and update to create individual dashboards by brand





Adopting SlideCraft has helped create significant efficiencies across our workflow



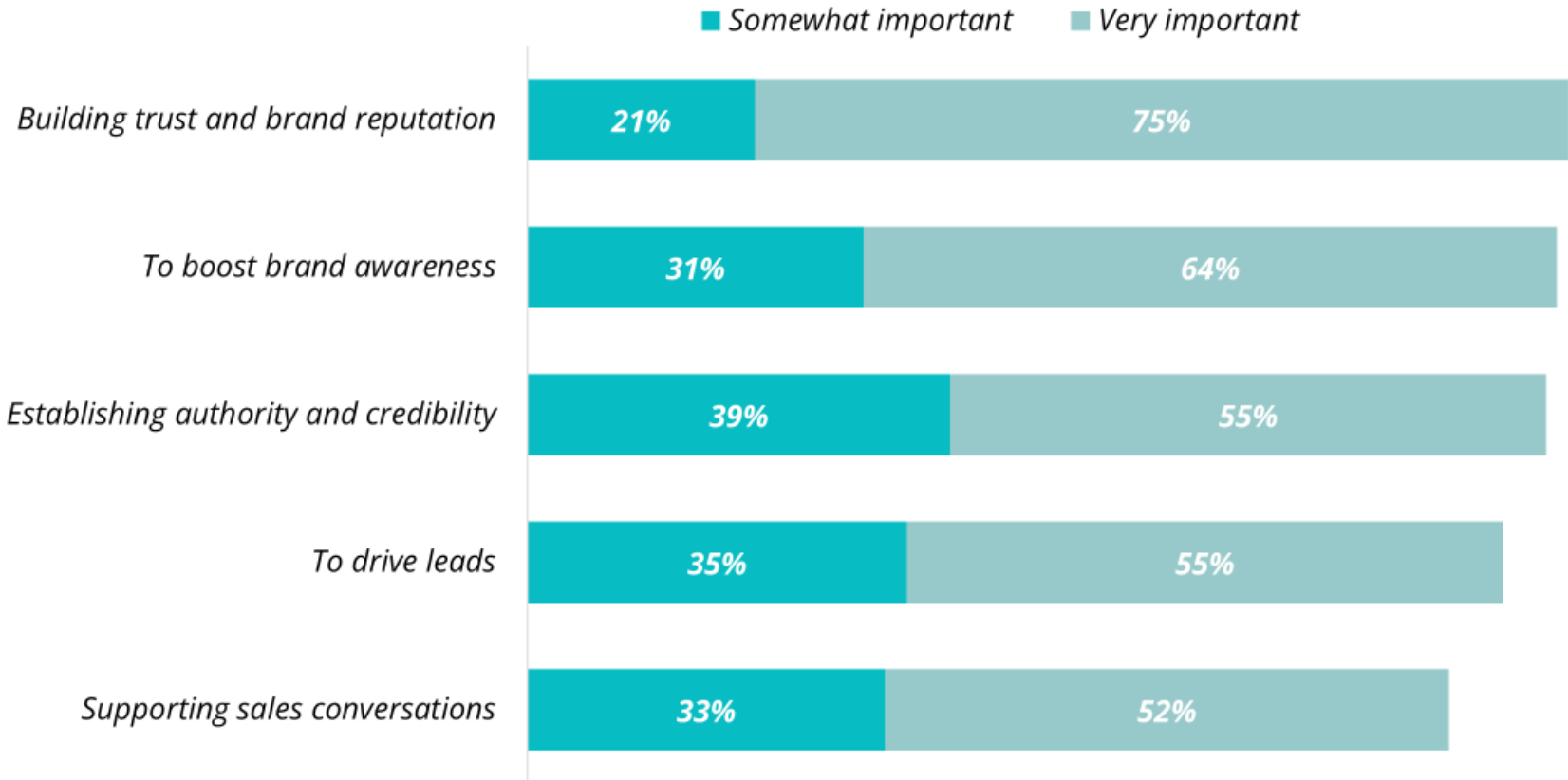
- Report population time reduced by **75%**
- Data validation time has been reduced by over **90%**
- Changes and follow-ups take **minutes**, not hours/days



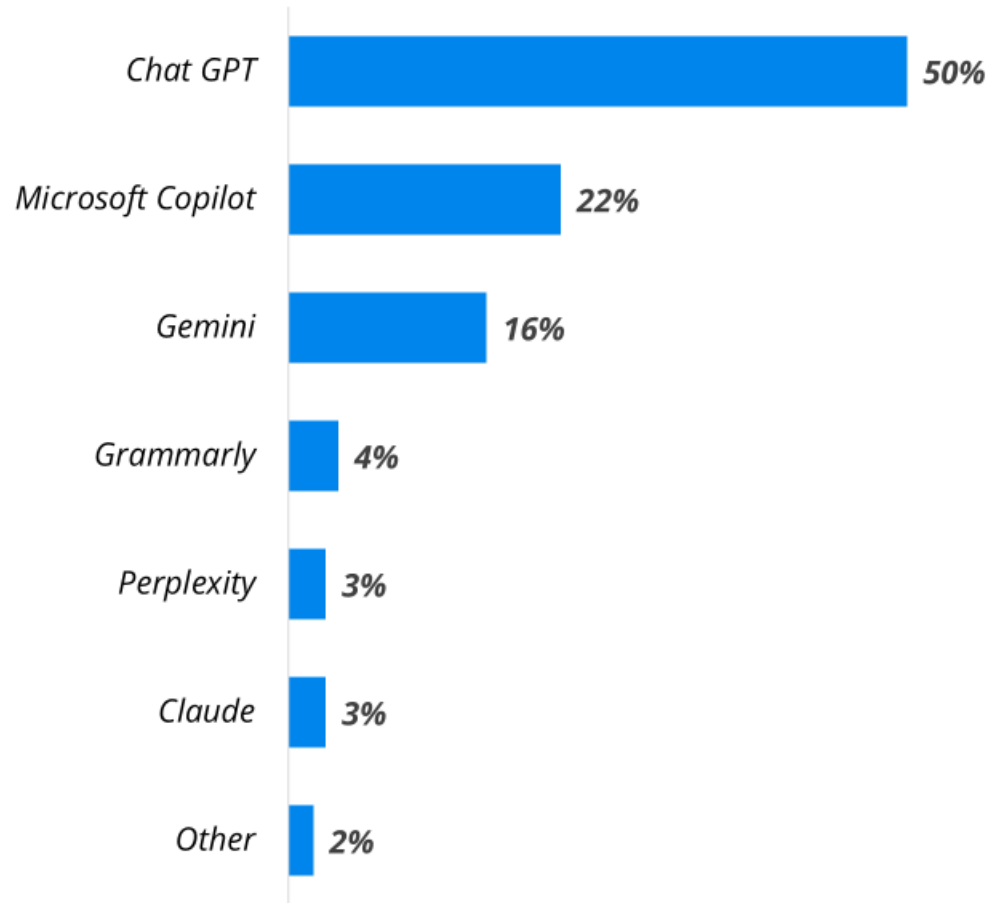
AI ANALYSIS - AUTOMATED



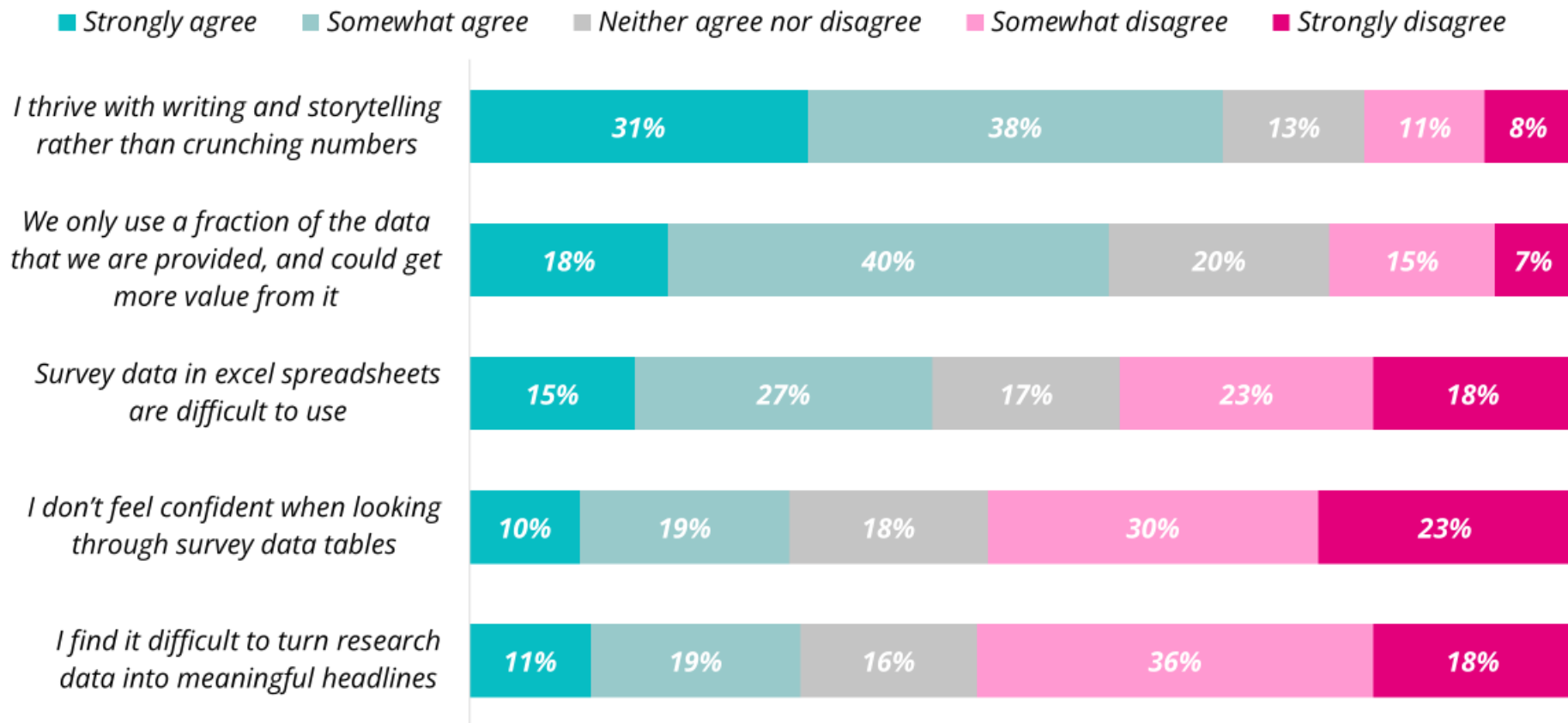
Nearly all marketers see research-led thought leadership as vital for boosting brand awareness (96%), building trust and brand reputation (96%) alongside authority and credibility (94%).



Chat GPT is the most used AI tool for data analysis, with 50% of respondents using it, followed by 22% using Microsoft Copilot.

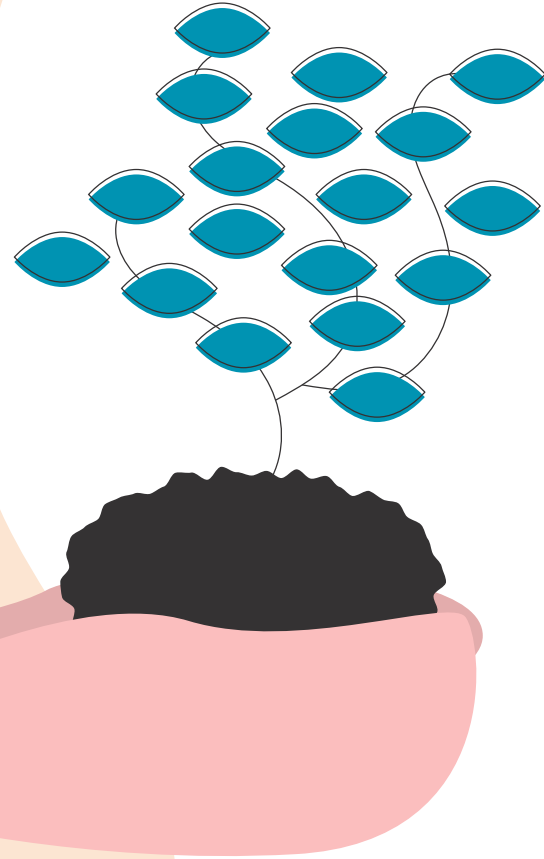


68% of respondents agree they thrive with writing and storytelling, while 58% feel they only use a fraction of the data provided.



AI ANALYSIS - AUTOMATED





STRATEGY FOR GROWTH



- Creates opportunity for **added value**
- Creates opportunity for **more revenue**
- Builds stronger client **relationship**
- Increased employee **satisfaction**

ANY QUESTIONS?



Bernie Malinoff, Leger-Element54
bmalinoff@leger360.com



Benjamin Rietti, E-Tabs
b.rietti@e-tabs.com

