



From UX to MRX: The Pivot of a WebScience Technology Start Up

A short History in Host Names

```
root@kono2.pop-hannover.net:/home/brandingbarometer$ date  
Sat May 19 21:22:08 UTC 2007
```

kono2, kono3, kono4:

- Ad Effectiveness Research for Online Advertisers
- On-Site Recruiting for Online Media Currency Provider
- 2002: KONO establishes an Online Research Unit
- 2003: Kick-off "G+J EMS Branding Barometer"
- 2004: Beginning of AGOF collaboration
- 2005: Kick-off "AOL Campaign Monitor"



KONO

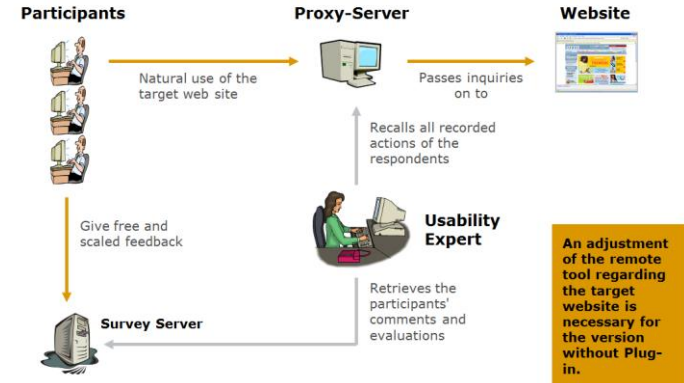
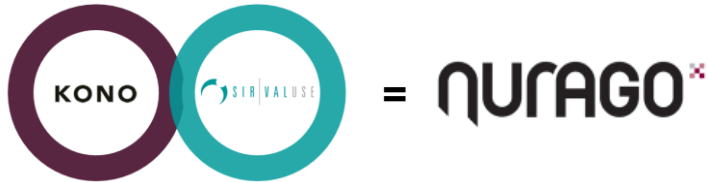
Branding Design Web Engineering Online Research [Jobs](#) [Kontakt](#) [Impressum](#) [Presse](#)

A short History in Host Names

```
root@nurago5.remote-testing.com:/home/proxy$ date  
Mon May 19 22:08:06 UTC 2008
```

nurago1...18:

- Remote Testing Tool to replace Lab-based Usability Studies
 - Recruit real users on-site and survey them for their intent
 - Redirect users to a live mirror of the original site
 - Record session including screenshots and mouse movements
 - Augment mirror with live feedback instruments



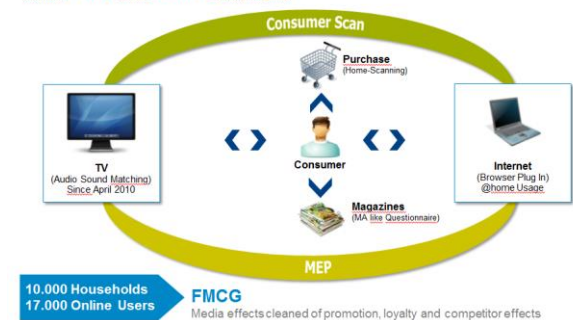
A short History in Host Names

```
hadoop@nurago243.nurago.com:/home/mep$ date  
Tue May 19 11:00:14 UTC 2009
```

nurago19...248:

- re-purpose nurago's Remote Testing Browser Extension for GfK's MEP Panels
 - GfK runs „Consumer Scan“ Panels for decades already
 - Impact of media exposure tracked as OTS only so far
 - Online Publishers demand technical measurement and attribution
 - Equip 40k panel members in DE, NL, JP and capture URL and content
 - Parse page contents for display and page ads. Analyse search terms.

A new and world wide unique 'Single Source' Panel to quantify the ROI of cross media FMCG and durables campaigns.




















Google

YouTube

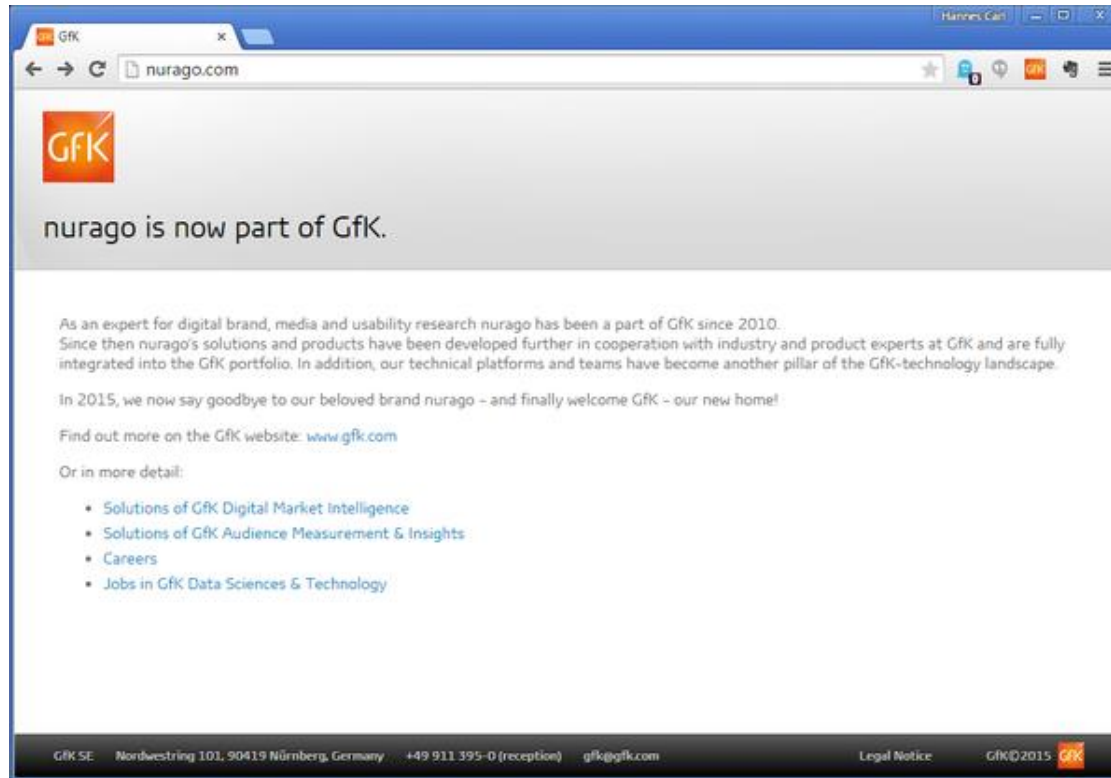
facebook

Media consumption is collected passively through Apps installed on individuals devices...

nurago's on-device digital data collection is based on Apps or software installed on an individual's device. Our technology is developed and maintained in-house and has been used in 26 countries.

	 Windows PC	 iOS	 Android
URL Tracking			
App Tracking			
Search Queries			
Surveys			
Event Based Surveys			
Geo-Location			

Farewell



A short History in Host Names

```
gx1@emea853.hadoop-emea.nurago.cd.net.de:/home/gfk$ date  
Sun May 19 11:16:21 UTC 2013
```

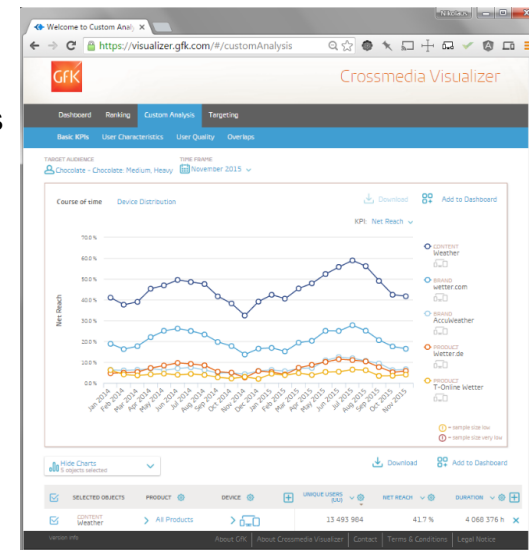
hadoop853 and counting...

- Extend the measurement into mobile platforms to cover full range of devices
- Crossmedia Link scales out the approach globally and integrates additional solutions
 - Build a state-of-the-art platform for Big Data Integration and Governance
 - Leverage single-source panel-based behavior data to enrich other data sets

GfK Crossmedia Link - available in 9 countries and growing to 18 countries by the end of 2017



Crossmedia Link: How it works



Today the “nurago stack” contributes to GfK’s Core Data Assets



Data type	UK	USA	DE	NL	IT	PL	RU	TU	INDO	BR	SP	ME	ARG	CO
TV exposure and behaviour			GXL ✓	GXL ✓	Sinottica ✓	GXL ✓	GXL ✓	GXL ✓	GXL ✓	GXL ✓	Netquest ✓	Netquest ✓	Netquest ✓	Netquest ✓
Digital cross platform behaviour	GXL ✓	MRI ✓	GXL ✓	GXL ✓	Sinottica ✓	GXL ✓	GXL ✓	GXL ✓	GXL ✓	GXL ✓	Netquest ✓	Netquest ✓	Netquest ✓	Netquest ✓
Mobile/tablet usage data	GXL ✓	MRI ✓	GXL ✓	GXL ✓	Sinottica ✓	GXL ✓	GXL ✓	GXL ✓	GXL ✓	GXL ✓	Netquest ✓	Netquest ✓	Netquest ✓	Netquest ✓
HH and individual demographic and attitudinal segments	GXL ✓	MRI ✓	GXL ✓	GXL ✓	Sinottica ✓	GXL ✓	GXL ✓	GXL ✓	GXL ✓	GXL ✓	Netquest ✓	Netquest ✓	Netquest ✓	Netquest ✓
HH and individual purchase information			GXL ✓	GXL ✓	Sinottica ✓	GXL ✓	GXL ✓	GXL ✓						
Purchasing power		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Point of sale/ retail data	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Happy to collaborate with the scientific community



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...and of course: GfK is Hiring!

Thank you