How AS Monaco's integration with the Blinkfire API helped the club automate reporting


CHALLENGE

The AS Monaco Business Intelligence (BI) department started in September 2020. Following their first data audit, the BI department realized that data points across social, digital, and sponsorship, when combined, could create a compelling story. AS Monaco wanted to work with a provider to bring information into their data warehouse while also building a more streamlined approach to reporting. **Blinkfire Analytics was the perfect solution and partner for the club.** AS Monaco and their different departments looked to the BI tools Blinkfire provided to automate insights, become more efficient, and better forecast KPIs.

SOLUTION

From the beginning, it was clear AS Monaco and Blinkfire were on the same page about innovation. Blinkfire's proprietary and patented artificial intelligence and computer vision technology identified AS Monaco's sponsors and grouped different types of posts based on image, video, and text. This was important data for the club's BI department, for which they previously did not have a solution.

Blinkfire's turnkey API data connectors proved invaluable. In a matter of days, AS Monaco's BI team plugged business critical social media data into their PowerBI Data Warehouse. This enabled multiple stakeholders across marketing, digital, and commercial departments to gain visibility and access various business-critical insights.
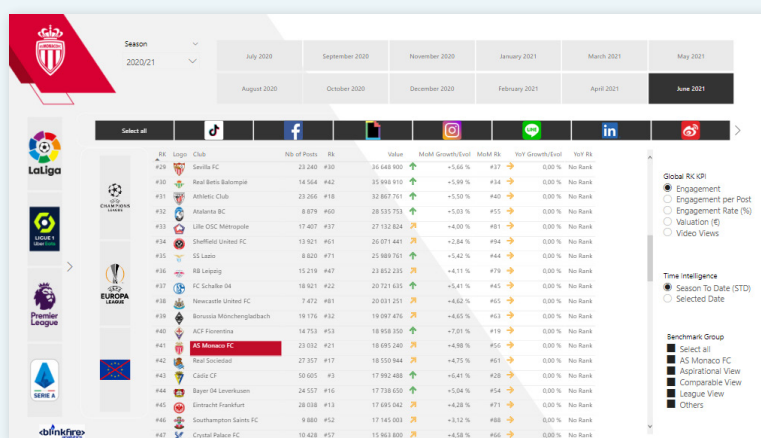
An added value of working with Blinkfire is how quickly the company responds to and implements customer feedback. AS Monaco required a more automated way of fetching comparative data via API to centralize digital performance benchmarks against Europe's Big Five based on audience, engagement, views, and valuation. As a department, the BI team needed to be agile and responsive to multiple, daily queries. In a short period of time, Blinkfire added an endpoint to support this core requirement. **Now, AS Monaco performs social media search queries** (like the number of followers) across the Big Five leagues and teams with just a few clicks. By leveraging the Blinkfire Reporting API, **AS Monaco reduced reporting time by 85%**, allowing the team more opportunities to review insights and develop new, data-driven strategies. What once took multiple people over several days to complete, now could be done instantly. Also, thanks to Blinkfire's highly supportive, knowledgeable, and dedicated customer success team, Monaco's BI department continued improving its data-first approach and exceeded expectations on insights, reporting, and interactive visualizations.
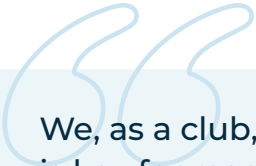
> We, as a club, want to rise in the digital space. Reporting automation is key for responsiveness, especially in a fast-paced environment like sports, and the club quickly identified Blinkfire as the best partner to innovate in terms of data analysis. Now, AS Monaco not only uses all references from the Blinkfire API, but we also work across different data platforms to enrich our BI system and create insightful visualizations.

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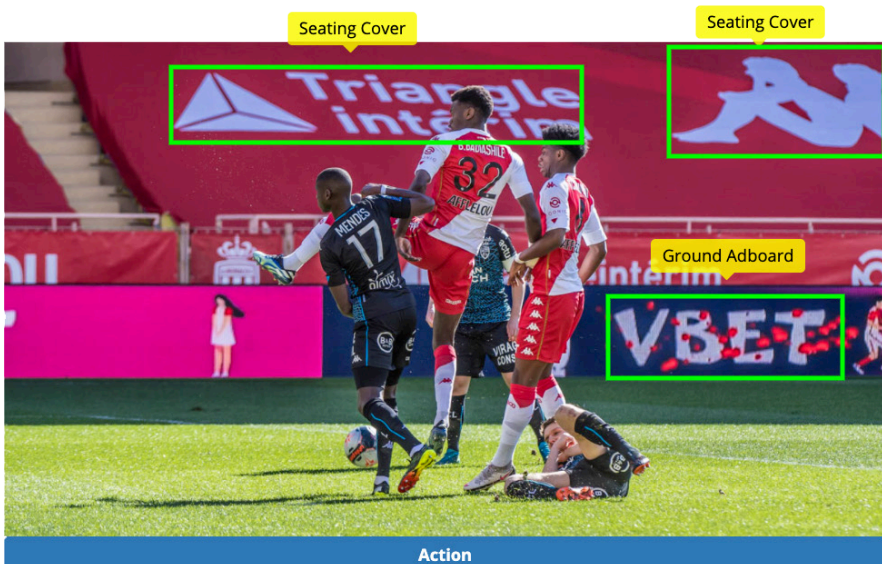
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