

QIH

## QIH is a data analytics winner with Ancoris

Ancoris creates a data and analytics platform with BigQuery.

### The challenge

QIH draws on data from multiple sources, such as social media platforms, keyword advertising and player activity streams, to devise campaigns and evaluate their success. Over time, the in-house system became unreliable, slow, expensive to run and difficult to manage and maintain.

### The solution

Ancoris created a reporting platform that gives business users faster access to accurate information. The solution has also cut software and processing costs and shortened the time needed to onboard new brands or add data from new marketing channels.

### The results

The new platform also provides a robust foundation to apply new technologies such as machine learning to improve its decision making. With Ancoris providing the solution as a managed service, QIH can concentrate on exploiting data, not managing it.

“ We're a complex business, but they were still able to grasp the issue very quickly and give us several suggestions for how to proceed, along with the advantages and disadvantages of each. I always felt very supported and in very capable hands. ”

Jamie Walters, CEO



#### About QIH

QIH is an online digital marketing company working across a number of different channels. Its goal is to attract new customers to sites and keep existing customers engaged. Founded in 2014, the company now works with a portfolio of more than 50 sites including SecretSlots.com and aims to launch a new brand or site once every quarter.

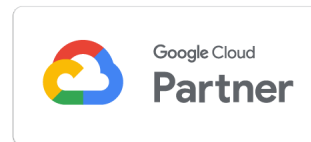
Industry: Advertising & Marketing

Primary project location: United Kingdom

# Ancoris

#### About Ancoris Limited

Ancoris is an award-winning solutions provider with extensive expertise in data and AI, as well as modernisation of applications and workspace.



#### Products

Google Cloud Platform