

CASE STUDY

A STRATEGIC PARTNERSHIP

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SUMMARY

Start & end of project: December 2020 - now

Status: Ongoing project

Services provided:

- Setting up the data stream that is built on Snowplow and behavioural data.
- Helping the VRT define and refine their strategy through analytics, insights, and algorithms.
- Move the whole organisation towards a data-driven mindset.

WHO IS VRT?

Vlaamse Radio- en Televisieomroeporganisatie

Who?

The Flemish community's national public service broadcaster.

What?

They have a public mandate for informing and entertaining its citizens.

How?

VRT's wide offering includes different platforms and channels.

IMPLEMENTATION APPROACH

VRT's Data & Intelligence (D&I) team and Stitchd have collaborated on several projects over the last five years to help them cater to their audience and broaden its tastes. Our embedded developers have assisted the D&I team in previous implementations, various trainings, and adopt a data-driven mindset throughout the organisation.

We are helping the VRT by setting up one of the main data streams for their new central platform for ethical data collection and tracking.



The AWS-powered platform was built by the D&I team to provide a single source of truth across all of VRT's brands, channels and platforms. To cover this wide range, the VRT decided on an event-based approach to analytics.

The data stream that we set up is built on Snowplow and behavioural data. This helps meet the key requirements for the VRT's new platform: speed, personalisation and in-depth behavioural analyses. Any data needs to be gathered and processed as soon as possible. The platform should also cater to the needs of its users while enticing them to step out of their comfort zone content-wise.

OVERALL WORKING MODEL

Just like our other collaborations with the VRT, the new analytics hub helps to realise their vision of data. The key points of the VRT's data strategy are privacy and transparency, using digital channels as much as possible, and broadening the tastes of their users.

We grew organically from consultants to a proactive partner by helping them define and refine their strategy through analytics, insights, and algorithms. The technological changes supported by our experts and the other members of the D&I team are helping the VRT to move the whole organisation towards a data-driven mindset.

KEY RESULTS



Single source of truth

The Snowplow data stream gathers data from a wide range of brands, channels, platforms and tools to align and speed up analytics and insights.





Strategic alignment

Thanks to their new analytics platform, the VRT can meet the goals of their data strategy, fulfil their public mandate KPIs, and adopt a data-driven mindset.



Privacy and transparency

Every piece of data is gathered and processed only after explicit consent and through transparent algorithms built in-house.

CHALLENGES

1

Setting up the data stream for their new central platform for ethical data collection and tracking.

2

Key platform requirements: speed, personalisation and in-depth behavioural analyses.

3

Data strategy: privacy and transparency, using mostly digital channels and broadening the tastes of their users.

4

Helping the VRT to move the whole organisation towards a data-driven mindset.

WHAT DOES VRT THINK?



Emilie Nenquin | Head Data & Intelligence

"Because of the long lasting partnership with Stitchd, they are familiar with the goals of VRT which leads to interesting visions and directions around the data possibilities."

