WNS analytics

AI-powered Media Intelligence Drives Smarter Campaign Insights and Investment Decisions

This is our story of modernizing and unifying disparate data operations for a top UK-based media agency. Using cloud engineering, advanced analytics and Large Language Model (LLM)-powered interfaces, we built a centralized, future-ready media intelligence foundation that delivers near real-time insights, optimizes media budget allocation and enhances strategic value for our client's advertiser-partners.

The Industry Landscape: The Need for Data-driven Media Operations

The media and advertising industry operates in an increasingly complex digital ecosystem where success depends on the ability to collect, analyze and act upon vast amounts of campaign and performance data. With multiple channels, platforms and touchpoints generating data continuously, agencies need innovative, scalable ways to integrate disparate data sources, deliver timely insights and demonstrate ROI to their advertiser clients.

Leading media agencies are responding by centralizing data architecture, automating pipelines and embedding Artificial Intelligence (AI) and advanced analytics into planning and optimization workflows. These capabilities are now essential for real-time media performance management and competitive differentiation.

The Client Challenge: Disparate Systems and Limited Insights Delivery

The client's data operations spanned multiple markets and service lines, with each team relying on manual data extraction, spreadsheet-based analysis and fragmented reporting systems. This constrained visibility for decision-makers, hampering media budget allocation and restricting their ability to guide advertiser-partners with timely, data-backed insights.

The agency saw an opportunity to build a unified and scalable media intelligence foundation to enhance both planner productivity and advertiser-facing reporting. Key priorities included:

Unified Data System	Rapid Analytics	Advertiser-centric Reporting	Scalable Architecture
Integrating disparate data sources across campaigns, spend feeds and performance metrics	Enabling near real-time monitoring and performance optimization across channels	Improving advertiser-partners' experience through automated, customizable dashboards and reports	Establishing a cloud-based platform capable of adapting to new markets and data volumes

The Solution: A Unified, Cloud-native Media Intelligence Platform

As a domain-led digital transformation partner, WNS Analytics collaborated with the agency to design and deliver a centralized, AI-powered media intelligence platform using Azure-native technologies. The engagement combined deep analytics expertise, data engineering and Generative AI to create a fully integrated ecosystem for near real-time insights.

The solution comprised three main pillars:

## 1 | Modernized Data Architecture

- Designed an **enterprise-wide** data strategy, including data models, platform architecture, security and multi-market scalability
- Built **automated ingestion and transformation pipelines** to unify campaign, spend and performance data
- Implemented a **robust governance framework** with metadata management, quality checks, access controls and compliance structures

2 | AI and Analytics Enablement

- Embedded **natural language-to-SQL capabilities**, allowing planners and executives to query datasets conversationally for real-time campaign optimization
- Integrated **LLM-based interfaces** for query-based insights generation and conversational reporting, supported by seamless and interactive Power BI-based visualization

3 | Digital Insights Cockpits

- Deployed near real-time, self-service dashboards for planner and advertiser-partner teams to track budgets, performance and pacing

Tech Stack — OpenAI, Azure Data Factory, Azure Data Lake, Azure Synapse Analytics, Azure DevOps
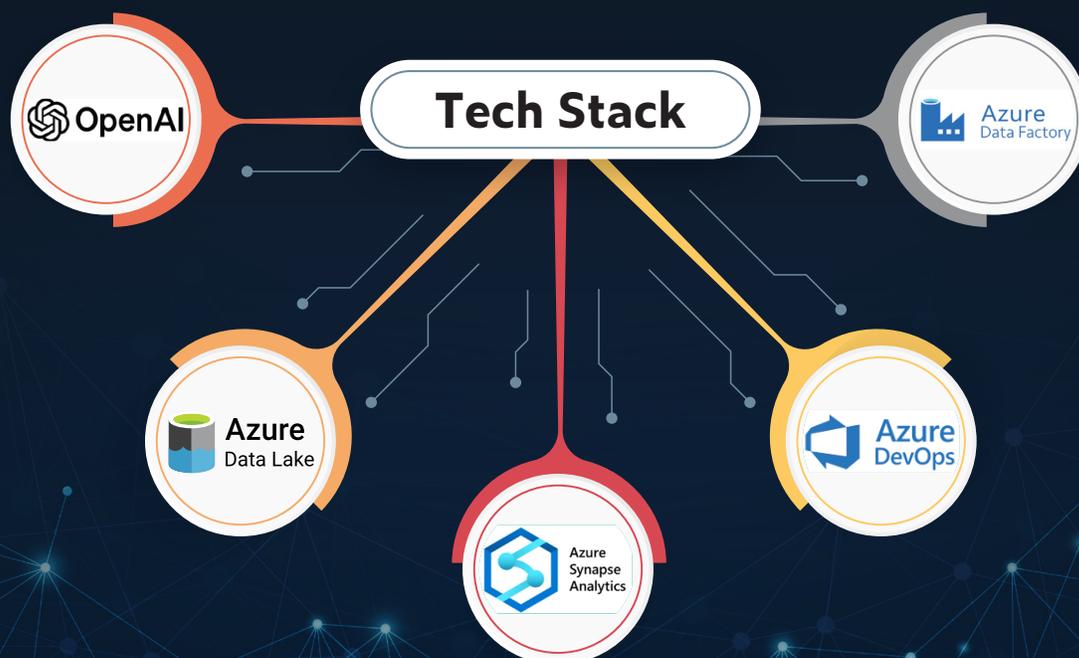
The Outcome: A Future-ready, AI-enabled Media Analytics Foundation

The transformation created a unified, cloud-native media intelligence ecosystem that accelerated decision-making, enhanced planner productivity and strengthened collaboration with advertiser-partners.

The platform now supports near real-time insights and media mix optimization while improving user experience through AI-powered reporting and intuitive digital cockpits. It also established a scalable data foundation that enables multi-market integration and future AI-led enhancements.

Key tangible outcomes include:

~40%
Improvement in media budget utilization for advertiser-partners through dynamic insights

~70%
Reduction in report preparation time through automated, near real-time dashboards

About WNS Analytics

WNS, part of Capgemini, is an Agentic AI-powered intelligent operations and transformation company with 66,085 professionals across 65 delivery centers worldwide, including facilities in 13 countries. WNS combines deep industry knowledge with technology, analytics and process expertise to co-create innovative, digitally led transformational solutions with over 700 clients across various industries.

WNS Analytics, the Data, Analytics and AI practice of WNS, enables business decision intelligence for 300 global companies through award-winning, industry-specific productized services that combine Artificial Intelligence and Human Intelligence (AI+HI).

At the core of these productized services are our proprietary AI utilities hub, AI lab, strategic partnerships and a team of seasoned domain, data, analytics and AI experts. We collaborate with leading global enterprises, unlocking transformative decision-making and differentiated outcomes backed by data-led intelligence. As an end-to-end partner, WNS Analytics supports clients from consulting to implementation, driving business success through outcome-based engagement models.

To know more, visit **https://www.wns.com/capabilities/analytics**

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