

Integrated Marketing Analytics Dashboard for a Leading Electronics Manufacturer

#Analytics

Summary

We integrated humongous digital data from social, website, search and paid across different markets, brands and categories using advanced analytical capabilities of ThoughtBuzz for a renowned electronics manufacturer. It helped to define key KPIs and visualize data in holistic manner to enable real-time access and map the marketing KPIs to business results and ROI.

The Client

The client is one of the leading electronics manufacturers in South Korea with a global presence. The company extends cutting-edge products and inventions for different markets, brands and categories that redefine the ways we imagine our technology.

The Goal

The client wanted to connect all their digital data present on social platforms, website, search, paid, and listening mediums across different markets, brands and categories. The company was facing challenges in collating and analyzing insights from the varied distributed sources of data such as excel, powerpoint, images, etc. The client needed an integrated analytics solution to streamline their marketing spends for all the markets by understanding the relative performance of each channel and also establish KPIs and benchmarks.

Key Features

- Provided a one-stop integrated analytics dashboard - ThoughtBuzz to capture digital marketing insights for all the markets
- Provided an easier way to access insights on social, website, performance campaigns across 4 major product lines
- 30% reduction in time spent on collating, analyzing and reporting all the data

Highlights

- ✓ **30%** reduction in time spent on collating & analyzing data
- ✓ Reduction of **50%** time spent on ad-hoc reporting
- ✓ Streamlined marketing spends across markets
- ✓ Managed **75+** daily platform users across **9** markets in South East Asia and Regional HQs
- ✓ Integrated Omniture, Google AdWords, social listening and all other platforms such as Facebook, YouTube, Instagram and Twitter through analytics dashboard

- Reduction of 50% time spent in ad-hoc reporting, analyzing and business results mapping
- Real-time access to campaign performance by identifying correlations and patterns among different channels

Technical Excellence

- Integrated Omniture, Google AdWords, social listening and all other platforms such as Facebook, YouTube, Instagram and Twitter through analytics dashboard
- Provided role based access to different types of reports
- Enabled key time presets such as YTD, last month critical for measurement
- Provided separate view for key KPIs and detailed metrics
- Enabled data export in CSV and Excel format as well as graph download in .JPG format
- Provided comparison view across multiple markets and multiple product lines and separate views for staff and managers based on relevant metrics
- Interactive analytics dashboard with different type of visuals including maps, cluster graphs etc.
- Enabled users to edit and add new KPIs as per their business needs
- Built-in plugins for integrating data sources as they grow

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