

Ferrero Rocher

Integrated ROI Dashboard to improve the marketing performance for Ferrero Rocher

#Analytics

Summary

We integrated ROI dashboard for 6 brands of Ferrero Rocher spread across 4 geographies to merge consumer analysis with digital data. This integration helped the client to correlate industry trends with digital spends, decide future spending patterns and thereby improve the marketing performance.

The Client

Since its inception in 1982, Ferrero Rocher has been a premium chocolate manufacturer with its roots planted deep in the global confectionery market. The company has a huge fan following with sale of 3.6 billion Ferrero Rochers every year across 40 countries. The company also deals in other global brands such as Nutella, Kinder chocolate and Tic Tac.

The Goal

The client had different sources of data such as Excel, PowerPoint, images, etc., which made it difficult for them to measure the performance of each brand vis-à-vis other in-house brands. They also had to coordinate manually with stakeholders in each market. Currently, the consumer research data was being viewed in silos with no correlation with data from social or paid platforms. Being a leading chocolates manufacturer they needed detailed analysis on social and paid data to set benchmarks and justify current and future spending on these platforms.

Key Features

- Developed an ROI dashboard to measure performance of various brands making it easier for tactical staff to prepare reports and benchmark and tweak marketing campaigns accordingly
- Real-time insights on social, mobile app, performance campaigns across six brands in 4 markets
- Merged consumer analysis with digital data to correlate industry trends with digital spends and decide future spending patterns

Highlights

- ✓ Interactive ROI dashboard to measure performance of various brands
- ✓ Competitive benchmarking to track performance across industry
- ✓ Real-time insights on social, mobile app, performance campaigns across six brands in 4 markets
- ✓ Integration of Google Analytics, Google AdWords, social listening and platforms such as Facebook, YouTube, Instagram and Kochava for mobile-app data

- Provided senior management with a top-level view of marketing performance

Technical Excellence

- Integration with ThoughtBuzz to leverage its analytics product framework and provided an integrated dashboard for all marketing insights
- Integration of Google Analytics, Google AdWords, social listening and platforms such as Facebook, YouTube, Instagram and Kochava for mobile-app data
- Enabled role based access to different types of reports
- Ability to track multiple brands in multiple markets or single brand in multiple markets
- Provided separate views for staff and managers based on relevant metrics and also for key KPIs and detailed metrics
- Ability to correlate consumer research with social and paid data to identify trends and industry growth patterns
- Enabled mobile responsiveness for analytics-on-the-go
- Built-in plugins for integrating data sources as they grow
- Competitive benchmarking to track performance across industry

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