

Marketing Campaign and Channel Analytics for a Digital Marketing Services Provider

HIGHLIGHTS



Automated analytics environment



360° degree view of marketing activities



Stronger understanding of campaign spend

THE CUSTOMER

A digital marketing services provider, the customer offers SEO, PPC, social media marketing, and web design services. They simplify local marketing with data & insights, smart technology, and storytelling, to help businesses connect with consumers.

THE CONTEXT

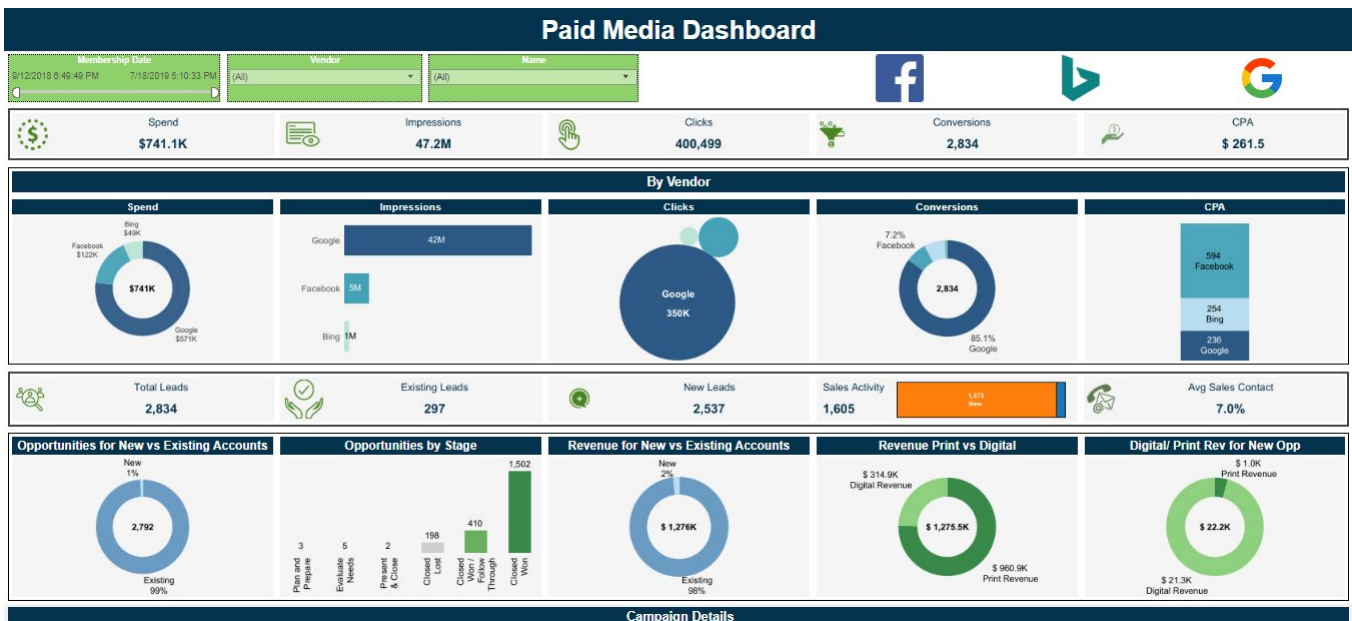
Leveraging data from a range of marketing platforms and channels, the customer was making a switch from print to digital media. They wanted to have a stronger understanding of campaign spend and be able to measure the contribution of marketing to overall revenue.

THE OBJECTIVE

The customer wanted to set up marketing analytics to showcase communication between marketing activities across channels. They also wanted to view the contribution of marketing channels towards sales and revenue. This would enable the customer to optimize their budget with a 360° view of marketing activities.

THE SOLUTION

- Fetched data from a range of marketing platforms with Python, Alteryx, and Stitch
- Stored the data in PostgreSQL, Redshift, Snowflake, & BigQuery and set up incremental updates for each platform.
- Developed data models to patch data from one platform to the other using Alteryx
- Automated incremental updates and data model workflows
- Set up a multichannel marketing analytics solution on Tableau
- Implemented dashboards to enable marketers to view campaign performance metrics, such as:
 - Lead engagement by campaign and channel
 - Conversion rate
 - Deals closed, won, and lost
- This includes event performance metrics, such as:
 - Lead generation and sales activity on leads per event
 - Opportunity and revenue distribution by accounts



THE OUTCOME

With a fully automated analytics environment to deliver real-time reporting, the customer now has a holistic view of all marketing activities and their contribution to business growth. They also have an improved understanding of campaign/channel spend and ROI, enabling them to optimize their marketing budget, accordingly.

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