

# This is how we helped a renowned US-based brand to get their Data Governance, Digital Marketing and website in order.

- | Post our engagement, there was a significant increase in their customer experience and conversion metrics.
- | The brand registered a phenomenal improvement in their Data Governance and data quality practices.
- | There was lesser variance in revenue data between Google Analytics and their CRM.

## The opportunity

For a company that caters to a large number of online and offline customers across geographies, there was a great opportunity to resolve data discrepancy, fix improper data governance and digital marketing practices, enhance data visualization and improve user experience that would significantly increase their customer conversion ratio.

## Our goals

-  To ensure data accuracy & governance
-  To enhance & enrich data collection
-  To implement a reliable tag management system and TMS migration if required.
-  To facilitate enhanced ecommerce.
-  To build multipurpose insightful dashboards.
-  To perform effective end to end A/B Testing with hypothesis.
-  To offer deeper insights in marketing campaigns with analytics techniques.
-  To improve user experience.

## The next step

We identified 5 pain points our client needed immediate resolution with, through our proven experience and expertise in,

**Data Infrastructure** - where we worked on Data Infrastructure through Governance and data quality to help the client gather reliable and accurate data quality for effective business decisions.

**Website Optimization** - where we assisted clients with crediting the right touchpoints with sales & conversions by personalizing the user experience on the website to boost conversion.

### > Client pain point #1

Unreliable and inaccurate data.

#### **Nabler's approach**

Nabler deployed its proprietary framework for Data Collection and Governance audit. This audit was conducted for the entire website, identified the gaps, and provided the corrective recommendations.

#### **Benefits realized for the client**

Client achieved 90% KPIs at 0% variance across reporting platforms. 10% with 5% variance, way below tolerance threshold of 10%

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### > Client pain point #2

Improper data collection and inaccurate analysis for proper channel attribution versus existing last click.

#### **Nabler's approach**

Nabler developed custom Google Analytics properties and initiated enhanced tracking on the e-commerce site, to track clicks from the channels for each session effectively. We also built a campaign data base and integrated it with Google BigQuery.

#### **Benefits realized for the client**

Advanced analysis based on multi-channel attribution had higher acceptance and consequently higher usage in campaign planning.

X% of campaign budget on average was re-aligned based on optimized channel mix recommendations based on attribution.

### > **Client pain point #3**

Expensive and manual campaign and marketing tag generation and management.

#### **Nabler's approach**

Implementation and validation of analytics and marketing tags was initiated with further assistance in designing campaign URLs with the industry best campaign tagging practices. Nabler helped the client in internalizing and automating the entire process of how to clean custom codes with comments with easier and scalable maintenance.

#### **Benefits realized for the client**

This helped client generate cost efficiencies by reducing the billing of 'X' FTE by the vendor. Additionally, campaign and marketing Tag generation was completely self-served across 'X' number of properties, or 'Y' number of URLs or 'Z' number of marketing users with 100% accuracy.

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### > **Client pain point #4**

Lack of insights to generate test ideas and explore new opportunities to improve User Experience.

#### **Nabler's approach**

We analysed the website by creating sections based on content and products offered to get a better understanding of issues. A follow up was done by creating testing hypothesis to improve engagement and conversions and also reducing bounce rates by improving the flow and design of the page.

#### **Benefits realized for the client**

This helped the client reduce Bounce Rate on product pages and Home Page, improve engagement by introducing features and designs that communicate the value proposition better to the end user. We were also able to improve Conversion Rates in the checkout funnel by doing away with content that was unnecessary and only focusing on offering information that was of absolute importance to the end user.

## > Client pain point #5

Discrepancies in efficient and insightful visualization of data.

### Nabler's approach

We created multiple dashboards for the client e.g. SEO, Social media, Marketing etc for a simple, appealing yet comprehensive presentation of their business data

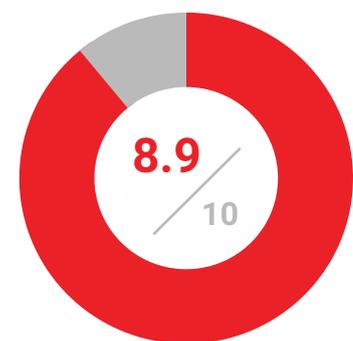
### Benefits realized for the client

The client could make sense of the incredible amount of data, generated by their organization for insightful business analytics.)

#### CLIENT SPEAK

"These guys do some amazing work, which helps us track lot of changes that keep happening on our website. The team is proactive and a very enthusiastic bunch. Really appreciate the partnership with Nabler."

#### CSAT Score\*



\* Based on our work with 38 customers in Q2, over 50% of whom said we 'exceed expectations'



Nabler is a Digital Analytics company. We help enterprises and media agencies analyse digital data to better understand customer behaviour and enable revenue driving decisions. Founded in 2004 with offices in Charlotte, Denver and Bangalore, we have advised some of the top global brands, media agencies and Fortune 500 companies.