Effectual Campaign Analysis from Nabler

The client

The client is one of the most successful Retail Media agencies in the US. The agency works with some of the biggest companies in the US which include, one of the largest employers in retail, two of the largest office supplies retailers, one of the largest health care retailing companies and the largest chain department store in the US.

The challenges

- To reduce reporting time with siloed data, the client's analysts took 6 to 7 hours to generate reports after pulling data from various sources, collating it and run analysis.

- To provide intelligent insights on campaign performance in terms of conversions based on the campaign spend.

- To reduce human error in the dynamic campaign strategy.

- To share Data with Advertisers and restrict them to see just their data? How do we ensure each advertiser have access to all their campaigns without having to create individual Dashboard pages for each?

The need

With an increasing number of clients and revenue, there was a constant need for the company to unify their siloed campaign data to measure their campaign performance effectively, build a robust campaign strategy with the seamless sharing of data with different advertisers.

The opportunity

With our well-defined processes and years of expertise as well as knowledge with Datorama, we offered the company the opportunity to set-up a process to unify data from multiple data sources, built custom solutions to measure campaign performance, identify errors in the campaign strategy and easily share data with all advertisers without having to create individual dashboards for each of them.

Our approach

- We connected the various data sources through the various harmonization techniques available in Datorama and helped bring all these sources together. This enabled the reports to be generated within 20 mins saving a whole days work that could be spend elsewhere and were available within a few clicks with basic insights.

- We developed a custom solution using various statistical tools to access the 'Lift' a campaign bring in towards the Conversions. Another Solution called 'Geo Suppression' was developed for A/B testing the campaigns/creatives for different states.We also built image recognition tools to analyze customer perception towards various Creatives. This helped in designing better user friendly creatives for the upcoming campaigns.

- We went a step ahead of pacing analysis which notified the client on how the campaign was performing and solved one of the most common issues – Campaign flight mismatch. The original plan for the campaign had changed without the changes being updated in the system. We built a process that would automatically adjust the Dates still excluding the irrelevant data set.

- We passed URL parameters to filter the Dashboard. But that allowed curious advertisers an opportunity to tweak the parameters passed to see another advertiser's data. Although Datorama does not support URL Parameters, we have an option to pass values to an interactive filter through the URL. We used our skills in HTML/CSS to hide the interactive filter widget from plain sight To further solve the issues brought in by curios analysts, we encrypted the value in the parameters and ensured the system decodes the data before being read.

- To add more value, we provided insights on the Dashboard based on the campaign stages. Also, we built an application to generate a PPT that provided a Deep-dive on the campaign performance which was available within a click!

The Results

With the solution brought forward by us, using Datorama to collect data, setting up documentation and process for quality analysis and regular checks for campaign tracking, we were able to attain highest levels of data quality.

The client is now able to ensure data quality across all their marketing campaigns and notices added value through the solution brought forward to reduce time spent on process and increased accuracy. They can present their value with data, that is readily accessible and accurate.

The client has re-allocated their budget based on their campaign performance at the most granular level for increased ROI

These developments have helped them take the next steps by collecting more data and move into the newer fields of Data Science.

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 Bangalore, Charlotte and Denver, we have advised some of the top global brands, media agencies and Fortune 500 companies.

CSAT Score

8.9 / 10

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