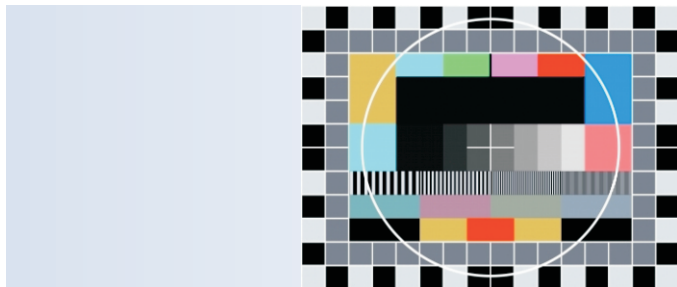


Advertising Data Warehouse Enhances Campaigns With Improved Market Analysis



With estimated billing of over two billion USD, our client is one of the world's leading marketing communications agencies.

Their work spans the entire communications spectrum. Clients include some of the most prestigious global corporations.

The Need

They were seeking to enhance campaign results for their client - a leading automotive company. For which, they needed to quickly assess campaigns by analyzing advertising information along with customer and sales data, and rapidly respond to market changes.

Key challenges included:

- Managing product definition, categorization, media delineation, and market definition.
- Handling the huge and growing volume of data that needed to be processed, as markets and categories expanded over time.

- Providing access to the client marketing team and their associates spread across the US.
- Building flexibility to respond to varied user queries.
- Enabling quick, accurate, and user-friendly standardized reports.

Marlabs Solution

Marlabs designed, developed and implemented a "first of its kind" advertising data warehouse that seamlessly integrates advertising information, such as schedules, activity and spend, sales, ratings, and customer satisfaction, from disparate sources. Collating both own data and competitor data in one place, the system makes possible easy reporting and analysis as well as study of underlying trends.

A Business Intelligence front-end makes possible queries and statistical analysis as well as cost benefit analysis; for instance sales per dollar of advertising - with competitive benchmarks.

Client:

Leading marketing communications company

Technology Platform:

- Microsoft SQL Server 2005
- SQL Server Analysis Services
- Crystal Reports
- .NET

Benefits

- Achieved consistent and integrated view of campaign data for effective management.
- Decreased lag in uploading data from more than a month to under a few days.
- Delivered more meaningful reports that are based on recent data.
- Enabled tailoring of campaigns based on actual market dynamics.
- Increased returns from campaigns through more efficient tracking and analysis.