marlabs
driving digital agility

Advertising data warehouse enhances campaigns with improved market analysis

Client

Our client, a leading marketing communications agency with estimated billing of over 2 billion USD, is the largest division of the parent brand. They are one of the world's leading marketing communications agencies. Their work spans the entire communications spectrum and clients include some of the most prestigious global corporations.

Challenge

The marketing communications agency was seeking to enhance campaign results for their client, a leading automotive company, for whom they needed to quickly assess campaigns by analyzing advertising information along with customer and sales data, and respond to market changes.

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 information such as advertising schedules, activity and spend, sales, ratings, and customer satisfaction from disparate sources. Data is collated in one place for 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.

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

Technologies ⚙

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