

Holistic Marketing Dashboard with Automation

Customer Case Study- The world's second largest manufacturer of home appliances

Business Need

- Marketing managers are interested in tracking key metrics of campaigns by channel, such as paid search, display, video, SEO and social media.
- The Google Marketing Platform consolidates all of Google products in a tool to plan, buy, measure and optimize digital media and customer experiences in one place.

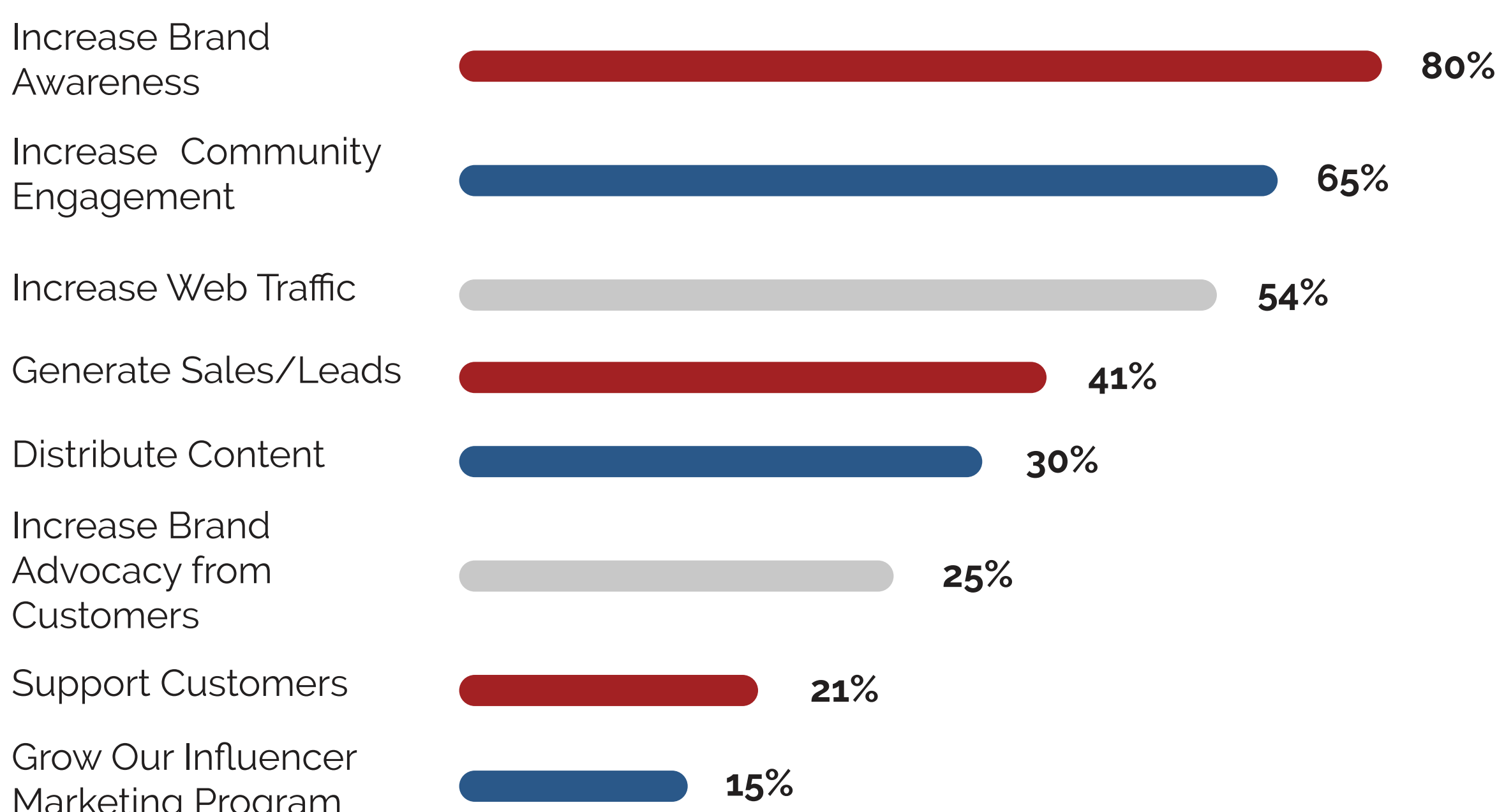
Business of all sizes turn to Social Media to reach customers and engage them with their brand. Social Media is a great way to directly interact and communicate with customers to promote the services, receive feedbacks and reviews and increase brand awareness.

Customer Challenges

- Having a clean version of all the historical marketing data ready for visualization and advanced analytic
- Staying up-to-date and track marketing KPIs across multiple channels over time and location in a single framework
- Discover the type and content of the most engaging paid/organic materials

Solution Provided

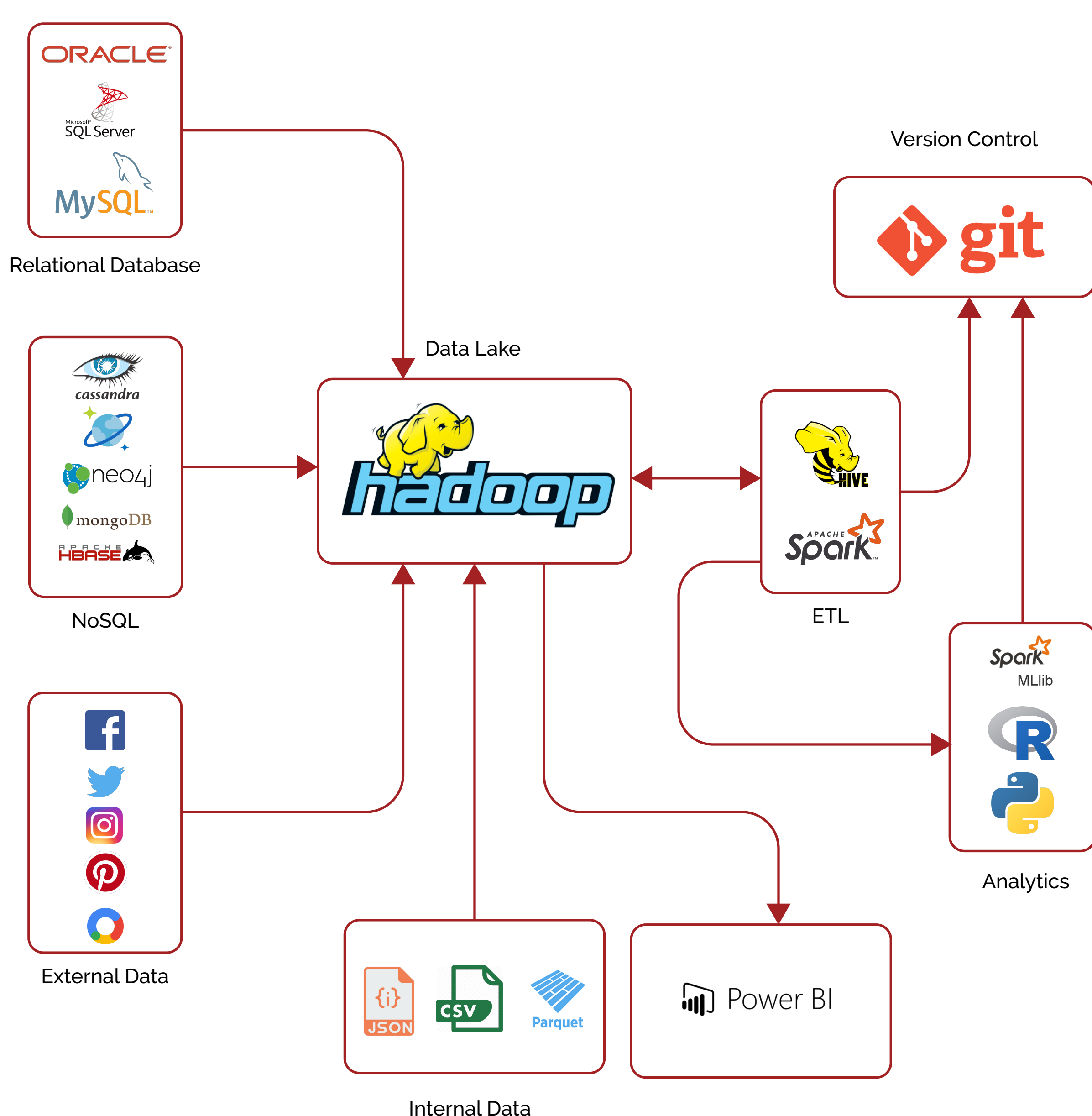
- Syntelli Solutions provided a marketing dashboard with unified view of all marketing channels and campaigns. The Holistic Marketing Dashboard unifies activities from Google Marketing Platform, social media channels and their CRM solution, Salesforce
- Syntelli's Holistic Marketing Dashboard uses APIs to obtain data from paid search, display, video, and SEO, YouTube, Facebook, twitter, Pinterest and Instagram.
- Data from internal sources such as pricing, competitor activities and Salesforce are also included in the dashboard.
- Data pipeline provides for real-time information for the dashboard and automatically updates its data.



Source: <https://sproutsocial.com/insights/guides/2018-index/>

Impact of Solution

- The marketing data are always ready to perform advanced analytic tasks like Market Mix
- Modeling, ROI calculation and Optimal Marketing Budget Allocation
- Easily detect anomalies in marketing and sale data
- Keep track of campaign performance and budgets over time and locations.



Technology Used

