

CASE STUDY

MULTICHANNEL MARKETING DATA WAREHOUSE

The Challenge: Segregated Marketing

MULTIPLE DATA VENDORS AND FORMATS REQUIRE TOO MUCH EFFORT TO COMPILE & ANALYZE

The client, a global bio-pharmaceutical company focused on creating therapies for immunological and neurological diseases, was struggling with manually compiling data across multiple marketing channels and vendors to analyze trends and measure campaign success.

With no automation and a growing data set received in multiple formats, the compilation and analysis process became too complicated to perform manually.

The Solution: Multichannel Marketing DWH

CLOUD-HOSTED DATA WAREHOUSE

Aspect was engaged to provide the solution. Utilizing its quick-start data load framework to automate the load of tactical engagement data across all the client's marketing channels and vendors, Aspect centralized and normalized the data into a single cloud-hosted asset.

Automated load processing loads, transforms and stores data across multiple vendors and multiple channels, and master data management ensures consistency across all data entities.

Housed within a fully scalable architecture, data is consolidated and ready for dashboard reporting and/or ad-hoc analysis via a self-service reporting portal.

FEATURES & BENEFITS

- Cloud-Hosted Data Warehouse reducing infrastructure.
- Quick Start Data Load Framework, for rapid deployment of components that easily scale as data needs grow.
- Dashboard reporting to easily analyze campaign tactics and understand.

The Advantage: Improved Analytics

ANALYTICAL DASHBOARD REPORTING

Aspect added custom dashboard reporting to give the client access to its tactical campaign response data across all marketing channels and data suppliers, giving the client the ability to better evaluate the success of its campaigns, and make better decisions.

With the client's new Multichannel Analytics Data Warehouse and reporting portal, the client's marketing professionals easily access and use the data in the warehouse to measure how tactics and campaigns perform at a very granular level.

As a result, the organization gained the ability make more agile marketing decisions and the ability to enhance target segmentation efforts based on actual engagement behavior.