GETTING A BIRD'S EYE VIEW

Abstract

When it comes to marketing efforts, getting a clearer picture often means getting the larger picture. And so, when one of the largest consulting firms in the world wanted better insights on marketing campaign effectiveness, Infosys BPM built a hyper-automated solution which delivered comprehensive perspectives across channels and cost savings to the tune of $240k, while saving time by 95%.

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The client

Infosys BPM's client is one of the largest consulting companies in the world, providing business consulting and other professional services. With a presence across the globe, the company utilizes a multi-channel marketing approach to its customers on their preferred channels including social, web, and email.

Combating with data

The client had multiple marketing platform interventions, which made the process of extracting and aligning digital data extremely complex, time consuming, and labor intensive. The entire process starting from data ingestion to insight and visualization involved a high degree of manual touchpoints and repetitive activities. As a result, marketing staff spent significant time on data gathering rather than on analysis and insight generation. Also, there were often delays when it came to timely production of reports, taking up to 24 hours.

In addition, the reporting process was disintegrated across channels which made it difficult to view customers touch points and track connected marketing key performance indicators (KPIs). This resulted into poor digital campaign conversion and poor visibility into digital marketing performance.
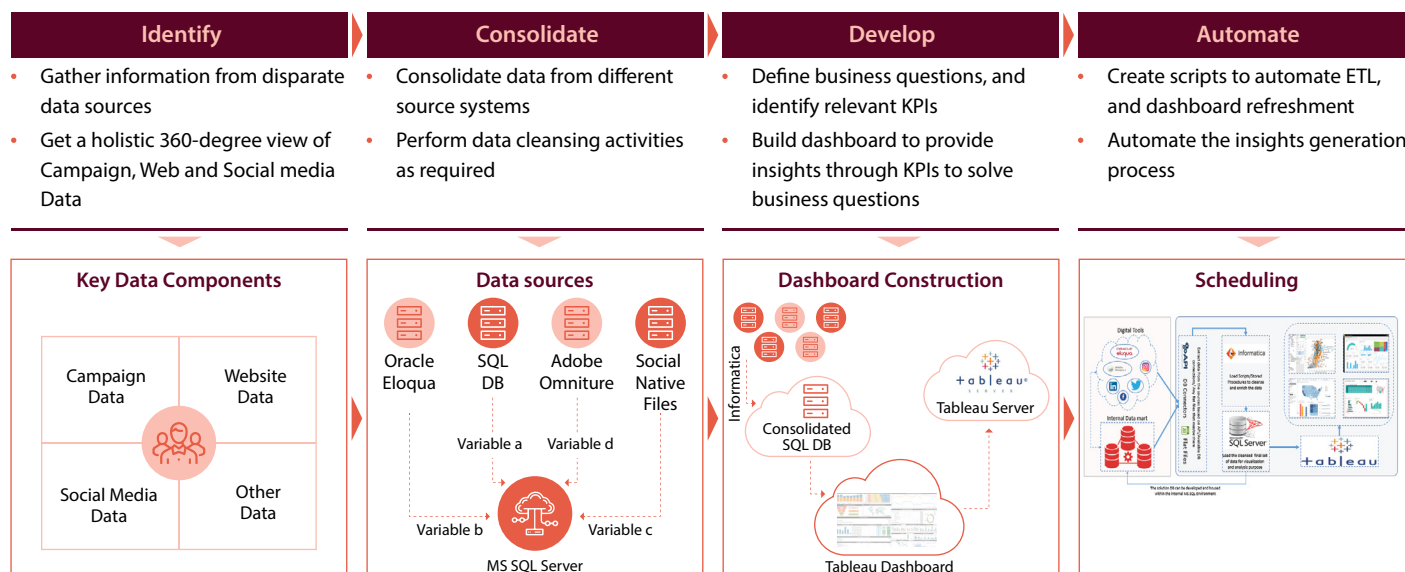
Four phases to better insights

Needing a holistic view of marketing efforts across social, web and email channels, the client reached out to Infosys BPM for help with developing a more efficient and capable system to monitor digital marketing effectiveness.

Infosys BPM immediately deployed a team specializing in providing strategies, processes, and expertise to create all types of digital operations ecosystems for clients. The team partnered with the client stakeholders to develop a hyper-automated marketing performance monitoring suite, using a four-phase approach as detailed below.

Identify	Consolidate	Develop	Automate
• Gather information from disparate data sources • Get a holistic 360-degree view of Campaign, Web and Social media Data	• Consolidate data from different source systems • Perform data cleansing activities as required	• Define business questions, and identify relevant KPIs • Build dashboard to provide insights through KPIs to solve business questions	• Create scripts to automate ETL, and dashboard refreshment • Automate the insights generation process

Key Data Components

Campaign Data	Website Data
Social Media Data	Other Data

Data sources

Oracle Eloqua | SQL DB | Adobe Omniture | Social Native Files

Variable a — Variable d

Variable b — Variable c

MS SQL Server

Dashboard Construction

Informatica

Consolidated SQL DB

Tableau Server

Tableau Dashboard

Scheduling

- **Identification:** The team first identified the relevant data sources and extracted the campaign, web, and social media data that would help give a holistic 360-degree view of marketing efforts.

- **Consolidation:** Next, the team built a solution to consolidate the data extracted from the different sources such cloud infrastructure platforms, agile data management system, database management system, online marketing and web analytics, Twitter, Facebook, LinkedIn, YouTube, and

webcast platforms. The solution utilized APIs and internal databases to extract Web, campaign, and social data, and then performed data cleansing activities

- **Develop:** Working closely with client marketing stakeholders, the team defined the business questions needing to be answered and identify their relevant key performance indicators (KPIs). It then built a Tableau dashboard that would answer the business questions and generate insights using these KPIs. The solution interface

intelligently segmented the client's customers based on their profile and customer behavior and prompted users with the relevant inputs of product and services for better insights.

- **Automation:** The final step was to automate the entire process and the team created a robust pipeline to bring together various components of the project in a single automated flow. The entire process from extraction to insight generation was automated.

A clearer view and other benefits

Once implemented, Infosys BPM's digital marketing performance monitoring solution completely revolutionized the client's insights generation process for social media analytics, web analytics, and email analytics. The end-to-end automated solution not only provided the client with a comprehensive view on digital marketing performance, but also drastically reduced its earlier spend on insights generation by 75%. Further, the elimination of manual interventions reduced report production turnaround time greatly by 95%, from 24 hours to just two hours. The net savings on annual operating costs totaled $240k.

The solution also delivered a standardized reporting framework to help the client better analyze organic and paid campaign performance indicators and trade out the underperforming campaigns.

For more information, contact infosysbpm@infosys.com

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