IMPROVING Analytics Resilience, Agility + Clarity for PEOPLE-BASED Marketing Agency

Background
The performance marketing agency uses people-based data to identify and help grow potential best customers for their clients.

The Challenge
Given the complex nature of the algorithm-based data behind the agency's marketing strategies, the need to communicate the results to clients in a clear, concise and agile had been an important but elusive objective for a while. The existing suite of analytics had many client-specific modifications, and as such, the effort to prepare analytics for new clients and the render associated maintenance after onboarding was cumbersome and costly.

The Solution
Mikan worked with the agency to design and develop a suite of sanitized and templated Tableau analytics that could be repurposed for new clients with minimal effort. These new dashboards were built around strict adherence to visual analytics best practice. Mikan team also incorporated into the solutions design principles to ensure resilience on the data connectivity and preserve data consistency whenever data changes inevitably occur. In standardizing the analytics across the agency's data domains, Mikan was able to influence speed to business value by reduce time spent to create analytics for every net new client.

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MEASURABLE
Results for the
AGENCY + MARKETERS

Marketer

Mikan prepared a refined set of visual analytics for one of the agency’s marketers focused on Connected TV. The suite of analytics allows for much finer-grained targeted advertising that traditional television broadcasting; the dashboards breaks down the marketing campaign attributable results. Starting with Executive highlights, the analytics suite drills into more detailed slices of insight:

- Visual representation of campaign reach, impression frequency and response rate
- Resulting conversions, time to conversion, and revenue attribution in the context of demographics, and location.

Agency

This set of dashboards allows the agency partner to interpret their campaign results at a glance and to quickly explain them in a sales setting to potential clients who are usually not yet familiar with the methodology - this is a much more effective approach in contrast to inundating their prospective clients with numbers on spreadsheets.

The agency’s Client Services team no longer needs to export and email multiple separate reports to hundreds of marketers/franchisees. The agency’s clients now have a clearer and more reliable view of their insights; the agency’s value can, therefore, shine through in the way they are able highlight the impact of their marketing strategies on their clients’ bottom-line. Resources are freed-up from tedious and costly maintenance maintaining and reassigned to high value business initiatives.