



Facilitating Brand Insights at a Multi-national Consumer Goods Company

THE CLIENT

A diverse, multi-national consumer goods company approached Cervello with a specific goal: “Winning in search” by driving up their overall “Share of Voice” within the digital marketing space. Our objective was to provide visibility into their online presence by reporting on Google Analytics, Facebook, and YouTube data in a way that would facilitate marketing insights on the global, regional, and brand levels.

THE CHALLENGES

As consumers move away from traditional media, brand companies are under pressure to expand into and integrate with digital mediums. This company had been expanding their digital footprint piecemeal as individual brand managers took the initiative to bring their products online in a specific channel. By dividing their digital approach first by country then by brand, the company’s analysts and decision makers were left with data that was difficult to access from a practical perspective and didn’t lend itself well to cross-market analysis.

In order to gain insight into the company’s overall marketing strategy and pave the way for greater ROI in the future, a single point of comparison in a user-friendly interface was required.

THE SOLUTION

Leveraging Birst’s BI capabilities, Cervello consolidated dozens of data sources from around the globe into a single, interactive dashboard. The new format presents a highly visual, side-by-side representation of data, focusing on the most valuable metrics from Google Analytics, Facebook Insights, YouTube Analytics, and Performics.

From the home page, a user sees five key metrics, measuring website, search, and social media impact at a brand, regional, or global level depending on the user's role within the company. From there, users can navigate to themed pages, or click on a data point from a home page graphic, to gain a more in-depth view of how a brand is performing in a specific time, place, and/or digital medium. Filtering allows users to focus on the most relevant regions, countries, and brands, define a time period for analysis, and display their data at a monthly, weekly, or daily cut.

Built-in drill-down functionality, which allows users to click on a data point in a chart and be redirected to a table view of that data, export functionality, and cross-page filtering all facilitate a speed-of-thought analytical model.

THE BENEFITS

The end product is an intuitive tool that encourages analytical insights and informed decision making via CSM and Social Listening, leading to optimized marketing focus.

By creating a single point of access for all relevant data, the solution allows business users to monitor expenditure on their digital investments across Google, Facebook, and YouTube. This approach ensures efficient digital spending by delivering a means to evaluate digital campaigns and drive the business toward positive ROIs.

It also reduces local market costs by eliminating redundant work, local agency costs, and generally promoting operational efficiency. Where before a user would have had to rely on a combination of brand managers and third-party firms to provide the raw data for analysis, our Birst solution not only brings everything together, but does so in a way that lends itself to meaningful analysis.

ABOUT CERVELLO

Cervello Inc., is a leading professional services and solutions provider focused on helping companies solve complex data challenges, improve business analytics and optimize business performance. We focus on transformative cloud-based technologies in enterprise performance management, data management and business intelligence and customer relationship management. Cervello works with some of the leading on-premise and cloud software providers such as Oracle, Host Analytics, Salesforce.com and Birst. Our core services include advisory and consulting, solution implementation, custom application development, cloud integration and managed services. For more information, visit us at www.mycervello.com or contact us at info@mycervello.com.