



CAMPAIGN MANAGEMENT MEASUREMENT FRAMEWORK WITH DEFINED KPIS

Capgemini provides a holistic marketing dashboards for tracking of campaign effectiveness with well-defined marketing KPIS

CHALLENGES

This financial services company had a basic marketing attribution model which used a primary dashboard for tracking marketing KPIS. Moreover, they had many ineffective KPIS which affected the visibility of revenue attribution from marketing automation. They were not able to perform scenario planning with 100% accuracy as the current system was incapable of performing ROMI calculations. The company also found the existing multi-touch attribution model to be ineffective to be used for demand planning.

SOLUTION

Capgemini developed an integrated dashboard using Tableau and defined a marketing attribution model for the company. In order to track and improve the marketing KPIS, a defined Salesforce board was established. The company's pre-segmented data was automated using Python. Thus, the company was given with a holistic dashboard using Power BI to monitor historical performance, predict future performance and compare campaign cost against the budgets.

IMPACT

5%
INCREASE OF OFFER ACCEPTANCE RATE

\$4.6
MN IN ROI ATTRIBUTION

EFFECTIVE
REPORTING AND DASHBOARDS

FOCUS AREA

- Inconsistent marketing KPIS
- Rudimentary marketing attribution models and dashboards
- Inefficient multi touch attribution model for demand planning
- Inability to perform ROMI calculations
- Low visibility of revenue attribution

ADOBE SOLUTIONS

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