



# Leading Media Agency Achieves Operational Uniformity, Powered by Datorama Insights

## About Customer

One of the world’s leading media communications specialists had complex & high-volume data requirements. Multiple tools were evaluated in the Discovery Phase and Datorama implementation was recommended due to the nature & volume of operations. Datorama-backed smarter, cross-channel insights empowered the marketing teams functioning across **50 markets** to improve their ROI.

## Business Requirements

- **Centralized ETL system** for the reporting data across channels & regions
- **Consistent taxonomy & process unification** for the campaigns
- **Uniformity in budget allotment & handling** across regions
- Reduced bespoke development efforts for **complex dashboard requirements**
- **Reusable scripts & components** to minimize time & efforts
- **Unified view of the reporting data** from different sources
- **Integration of BI tools**
- **Consolidation of view** across workspaces, regions, & BUs

## Our Solutions

### Leveraged Datorama’s centralized, automated, & scalable ETL & reporting system

- **Customized mapping of planned vs. actual data** with the Cost Center feature
- **Created custom scripts to:**
  - Refine naming conventions
  - Define the data load rules
- **Configured external spend sources** using custom data tables
- **Built rich reporting dashboards** to support multiple widgets & creation of custom widgets
- **Created reusable components** for uniform transformations across connectors
- **Enabled direct & indirect external connections** to data visualization tools
- **Developed a consolidated view with the Executive Workspace:**
  - For region-wise performance based on revenue & spend

## Business Benefits

**Minimized manual intervention** requirements

Enabled **error-free data visualization**

**Optimized processes & enhanced focus on strategy**

Delivered campaign performance visualization in **only a few clicks**

**Improved adoption** of Datorama reports across multiple markets

**Ensured structured reporting** for each BU & campaign

## Datorama Services Leveraged

Data Harmonization, Calculated Dimensions & Measurement, Filtered Measurement, Custom Buckets (Data Tables), Cost Center (MTC), Standard API Connectors, Custom Connectors (external sources), Data Export, Scheduled Reporting, Rich Reporting Dashboards, Custom Widgets, Executive Workspace