

Partnered with a leading independent marketing agency in the U.S. to drive operational excellence and revenue growth through cloud solutions

About the Client

Established in 2004,

the client is the leading independent performance marketing agency in the United States Oversees more than \$4 billion in digital media and employs over 1,000 professionals to help clients achieve rapid brand growth

Provides across multiple channels,

Serves a diverse portfolio of clients including Amazon,

Including Commerce,
Search, Social, TV,
and more

Walmart, Instacart, Meta, TikTok, Converse, Etsy, Samsung, and more

Business Needs

- Adapt a more integrated and standardized channel reporting to boost operational efficiency
- 02 Implement centralized data management to achieve a single, cohesive source of truth
- 03 Minimize the manual efforts in the media budget planning process
- Incorporate features to compare cross-channel performance and evaluate last-click Return on Ad Spend (ROAS) vs Marketing Mix Modeling Return on Ad Spend (MMM ROAS)
- 05 Streamline the Marketing Mix Modeling (MMM) process

Solutions -



Developed an easy to use MMM lite ann

Developed an easy-to-use MMM lite app

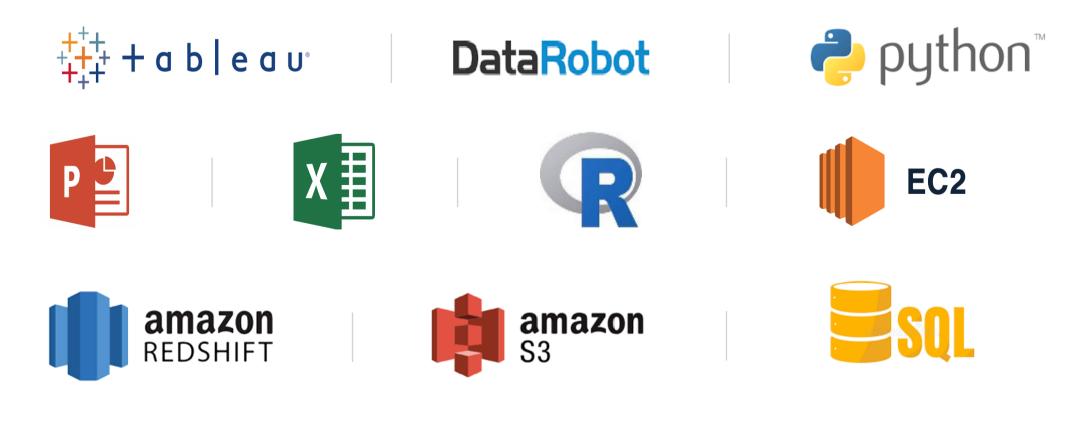
Executed ETL (extract, transform, and load) for data onboarding across multiple channels, including data cleansing and processing

Conducted test automation for data comparison

Developed a comprehensive end-to-end attribution model leveraging digital media mix and incremental analysis

Designed a unified view and individual channel reports in Tableau, incorporating drill-down functionality, sorting, and filtering options

Technology Stack



Business Impact



Boosted revenue growth for personal care products company by **84%** with high-impact shopping restructuring <u>888</u>

Increased the conversion rate by 99% with a re-constructed shopping strategy



Strengthened organic rankings on Amazon, driving a **391% increase in sales**



Achieved 3 million detail page views on Amazon through DSP

(Demand Side Platform) for a home furnishing company

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