

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 specialized expertise

across multiple channels, including Commerce, Search, Social, TV, and more

Serves a diverse portfolio of clients

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

Business Needs

- Adapt a more integrated and standardized channel reporting to boost operational efficiency
- Implement centralized data management to achieve a single, cohesive source of truth
- 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)
- Streamline the Marketing Mix Modeling (MMM) process

Solutions

- 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



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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