algoscale

DATA WAREHOUSE FOR MARKETING AGENCIES

Learn how **Algoscale** developed a reliable automated system to combine data from different partners and produce weekly reports for the client

Industry Challenges

When it comes to getting a complete picture of the marketing spend and performance, navigating through segregated data, and manual reporting could cost time and money to businesses. A data warehouse, on the other hand, can hold numerous databases and conduct operations in each of them at the same time. An automated system provides useful data-driven insights and allows employees to focus on more creative or strategic initiatives.

Save Resources

A lot of time and money is saved by automating reports instead of manually tracking, updating, and adding data to them.

Streamline Data

Consolidating all of the data into a single source of truth aids marketers in better understanding the key indicators such as CAC, ROI, and ROAS.

Storage Elasticity

Data Warehouses provide elasticity of storage and ensure that all of the data is in one place, ready for cross-channel historical analytics anytime it's needed.

Problem Statement

To develop an automated system that could integrate data from multiple partners to generate weekly reports for the client.

Our Solution

- Algoscale started with building a data warehouse to store all of the data.
- Data integration was done by creating data pipelines to extract data from different sources :
    - Google Ads
    - Facebook Ads
    - Shopify
    - Instagram
- To provide the client with secure access, a custom dashboard and user-management system were developed.
- We were able to develop a reliable system that could be used by multiple agencies at the same time.
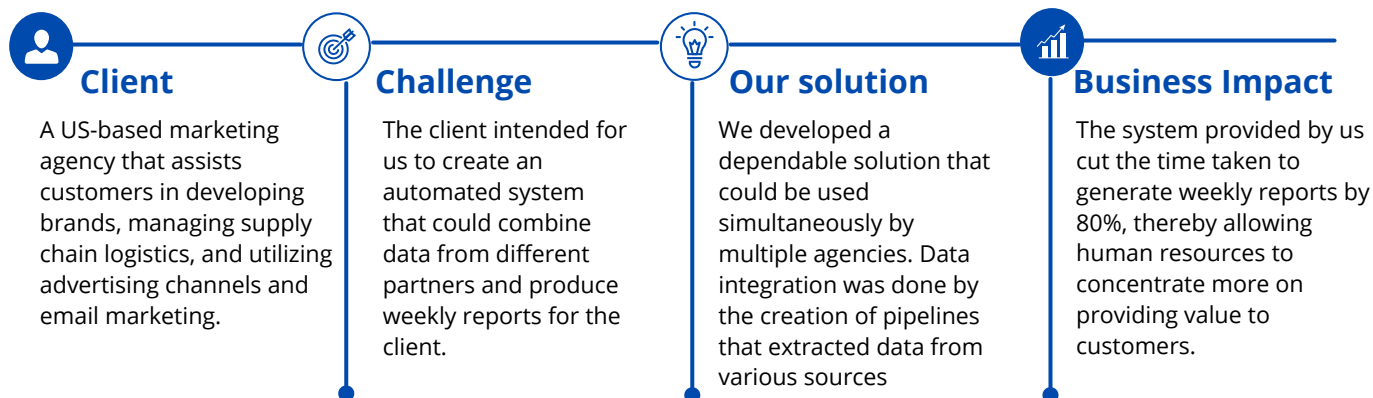
Technology

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Tech Stack

python   aws   Angular   django
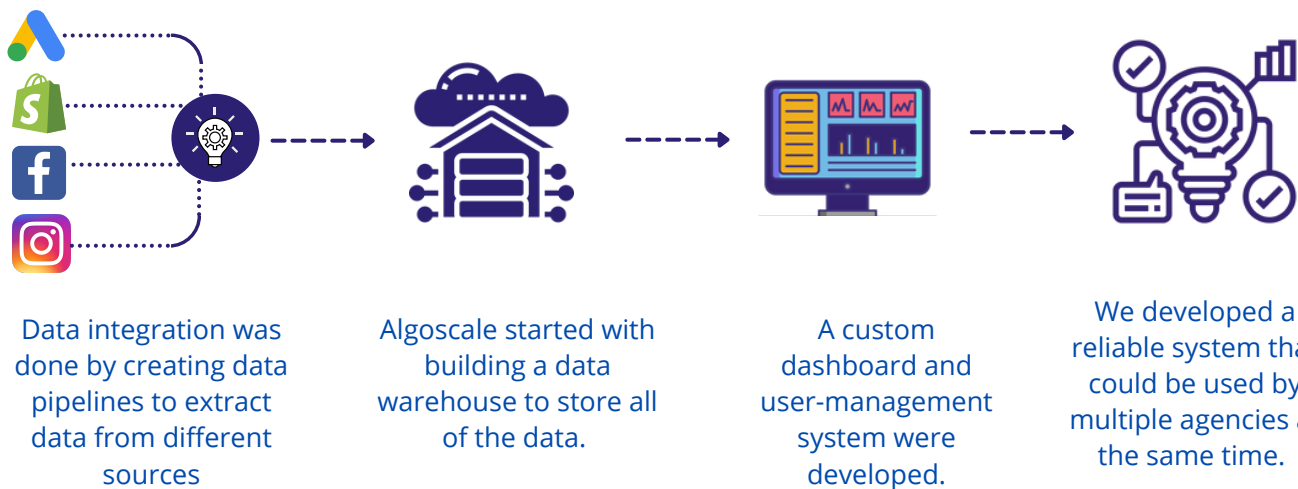
Business Impact

- We were successful in establishing an automated system that could provide detailed reports for clients, freeing up human resources to focus more on giving value to their customers.

- Our system reduced the time spent on generating weekly reports by 80%.

Case Study: Data Warehouse for Marketing Agencies

Client
A US-based marketing agency that assists customers in developing brands, managing supply chain logistics, and utilizing advertising channels and email marketing.

Challenge
The client intended for us to create an automated system that could combine data from different partners and produce weekly reports for the client.

Our solution
We developed a dependable solution that could be used simultaneously by multiple agencies. Data integration was done by the creation of pipelines that extracted data from various sources

Business Impact
The system provided by us cut the time taken to generate weekly reports by 80%, thereby allowing human resources to concentrate more on providing value to customers.

WE ❤ DATA

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