

Kargo:

Kargo Streamlines Data Operations for Marketing with Nexla



THE RESULTS


85% decrease in data delivery time


90% reduction in ETL process


Increase ROI in ad campaigns


Free up resources so the BI team can work on more value-capturing tasks



Industry:

Founded: 2003

Headquarters: New York, USA

INTRODUCTION

Kargo Global Ltd. (Kargo) is a mobile advertising company that connects advertisers to mobile device users. Leveraging their world-class publisher partners, advanced data analytics, and award-winning creative studio, Kargo enables brands to reach smartphone users in the US with memorable and measurable mobile ad experiences. As Kargo's business and data analytics needs expanded, they partnered with Nexla to easily work with data and monitor their core business operations.

THE CHALLENGE

Optimizing campaign performance required timely and strategic management decisions. The short duration of campaigns created short time windows to deliver actionable insights. Therefore, Kargo needed a solution to reduce data delivery time to maintain high campaign ROI.

THE SOLUTION

Nexla enables Kargo to efficiently access data and streamline data delivery for campaign management. Nexla replaces the most technical and time-consuming data work so that campaign managers can access ready-to-use data to gain insights on campaign performance and make timely decisions.

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The turnaround time for data delivery is reduced by 85%. That makes all the difference in the world.


- Martez Cox,
business intelligence
manager at Kargo

INFORM DECISIONS IN TIME

Kargo's leadership in the mobile advertising space is established on high quality and broad partnerships, exquisite design, and ultimately its excellence in connecting the right ads to the right audience. After a campaign is launched, the data it reflects is monitored and is important to inform whether it needs to be adjusted or changed. Usually, a campaign is run for several months, and how closely the performance data is monitored directly impacts the effectiveness of campaign management.

Therefore, data is key to capturing and evaluating ad opportunities. "Our business is data," says Martez Cox, business intelligence manager at Kargo. "If our campaign managers can't get the data in a certain window, then we had to go through the time-consuming data delivery process which would take the engineering team 3 months to get to. By that time the campaign is over." As Kargo continued to expand its business, on-time data delivery became difficult to guarantee. Customer satisfaction and even partnerships could be put at risk as a result. Kargo's data team realized that Nexla was the best option that would radically reduce engineering time and give managers direct access to data.

Instead of submitting a ticket to the engineering team and waiting in the queue for months, the campaign managers have access to all the data they need through Nexla's platform. Nexla's universal connector

architecture allows the data users to build pipelines to connect to any sources, whether it is a mobile platform or an editorial site. Within a few clicks, the ETL process can be set to run and monitored by Nexla's intelligent monitoring system automatically, circumventing lines of code and back and forth communication with the engineering team. Nexla speeds up the data delivery process by 85%, ensuring that the campaign managers make well-informed decisions. The increased ROI can then easily prevent the churning of customers and keep the customers impressed and loyal to Kargo's service.

MULTIPLY THE VALUE OF BI

"Nexla allows you to do complex things simply but use all the complexities you need to make a good valuable end product." — Martez Cox, business intelligence manager at Kargo

As a Business intelligence manager, Martez focuses on building the BI architecture, educating the use of data across the company, and developing insight capturing models. Since the BI team at Kargo is small, the responsibility of bridging the gap between engineering and business decision making took up most of Martez's time. Facing constant demands for data access, Martez was left with little time and resources to focus on more strategic projects.

Nexla empowered Martez and his coworkers to do ETL and create more powerful datasets without any engineering effort. Martez and his team are now able to interact with complex data and systems with ease. "When you take the most technical aspect of my job and reduce the time I spend on it by

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90%, you help a lot of other stuff get done," said Martez, "I can't imagine not having Nexla as a tool right now." Now that accessing, manipulating, and querying data are only clicks away, the BI team can invest much more time on building the BI ecosystem and digging deeper into KPI metrics which is crucial to campaign optimization.

Nexla takes away the most time-consuming part of BI so that the team can focus on more value-adding tasks. Under Kargo's fast evolving product and data infrastructure, Nexla empowers the BI architecture to keep up with every change and thrive in value delivery.




It's the only reason that today we can track and serve our new products really well. Nexla has been much more than just a time-saving tool-it has revolutionized the efficiency of capturing value of data at Kargo.


- Martez Cox

Kargo suffered from out-of-sync data delivery which could be detrimental to campaign success, its revenue generator. This led to strain on the data teams and data users, as well as the risk of high customer churn rate. Nexla reshaped Kargo's data delivery process through universal connectors, low-code data transformation, and the collaborative data access platform. Using Nexla, Kargo saw a 85% decrease in data delivery time, which significantly reduced the decision-making timeline and optimized campaign performance.

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