

Optimizing Global Marketing Campaign Performance with a Unified Platform

CLIENT

A leading global Software company

INDUSTRY

Technology



Business Impact

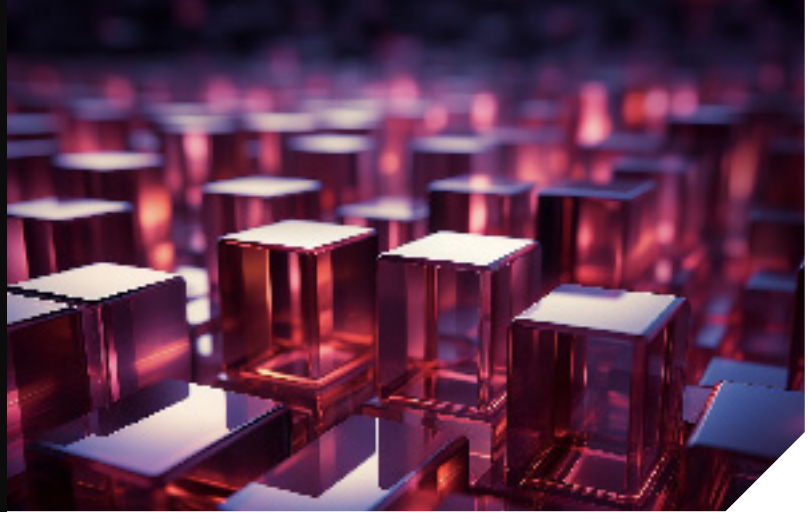
- Overall improvement in **speed-to-insights**
- Reduced page load times
- Average **dashboard file size reduced**



Business Requirement

- The client's marketing team wanted to create a **one-stop reporting tool** to access necessary information on **global marketing campaigns**. At that time, information was accessed through **multiple systems** and marketing analysts were spending a lot of time **shuffling through systems**. In order to avoid that, they wanted to improve the process and run optimum campaigns.

C5i Solution Approach

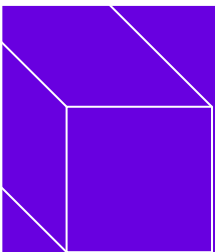


- C5i created a **data lake** which improved load times with **DAX best practices**, and created an optimum environment for rendering an **intelligent campaign management product**.
- We conducted a **consulting workshop** to identify **critical metrics** (e.g., spend performance, customer lifetime value, cost per acquisition, funnel, return on advertising spend, channel effectiveness etc.), for each persona.
- These metrics were converted into **persona-based reporting models**, enabled with **DIY dashboards**.

Outcomes

- The new architecture rendered all necessary **data on a single platform**, thus eliminating the need for multiple siloed systems
- Empowered the C-suite with critical metrics, such as revenue generated and opportunities in pipeline, at their fingertips
- Simplified computations lead to an optimized and faster UI

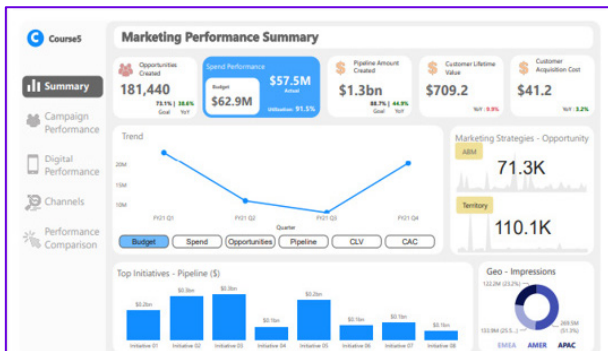
Client Testimonials



"We experienced improvement in our metrics and data processing time."

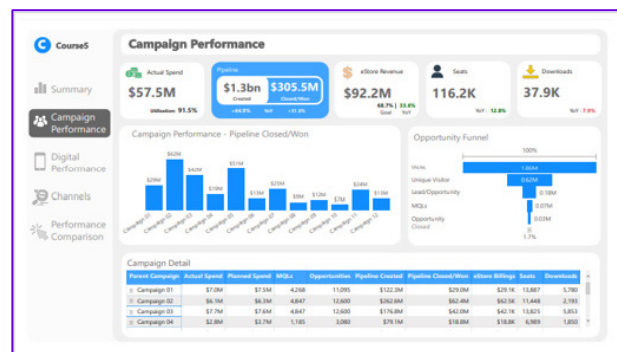
- Marketing team lead

Sample Output: Marketing and Campaign Performance Dashboard



■ **Purpose** – Shows the dashboard build by C5i which focused on all core components required for performance improvement

Purpose – Campaign performance dashboard was useful for strategic decisions and new campaign execution.



About Us

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



www.c5i.ai

