



Marketing Spend Effectiveness – KPI Summary Dashboard

CLIENT

**A leading US-based CPG
company**

INDUSTRY

CPG



BUSINESS IMPACT

- Optimized spends on marketing campaigns
- Massive annualized savings



BUSINESS REQUIREMENT

The marketing analytics team at the client organization was facing issues in analyzing campaign performance and effectiveness of their marketing spend across various stages of customer acquisition. The team wanted visibility on:

- The **effectiveness of activities** and spends as prospects move along the purchase funnel
- Impact of individual campaigns on brand KPIs and messaging with insights on how to reach an **optimum media mix**

SOLUTION APPROACH



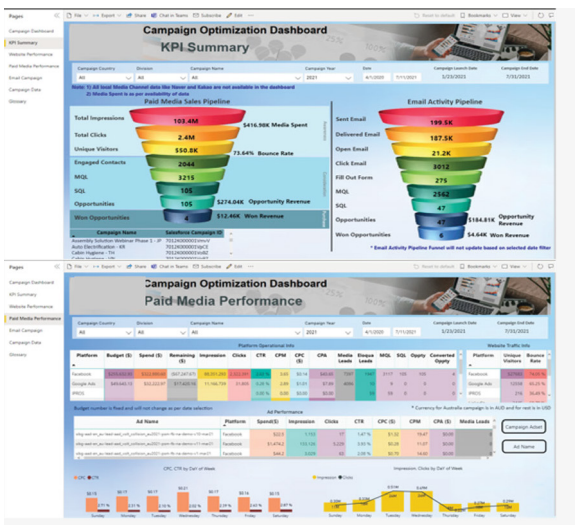
Build an integrated platform of marketing data across the purchase funnel from sources like Adobe, Salesforce, Eloqua and paid media channels. The platform enabled:

- **Tracking of key website performance indicators** for the landing page of each campaign, with metrics like unique visitors, bounce rate, scroll depth engagement, average time spent and so on
- Analysis of individual campaign performance and marketing spend, with insights and recommendations for decision-making

OUTCOME

- Ability to **measure content performance** effectively
- **Improved visibility** of quantified metrics across the organization
- Understand how potential customers discover products **in the customer acquisition process**

Campaign Optimization Dashboard



KPI summary and Paid Media performance analysis to help reach an optimum media mix

Analysis of campaign data and Website performance with metrics like unique visitors, bounce rate, scroll depth, engagement, average time spent and others



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.



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