

Global hi-tech and cloud solutions provider doubled ROI from digital campaigns with automated omnichannel reporting system

Client

Global hi-tech and cloud solutions company

Industry

Information Technology

Business Impact

- Better navigation experience onsite
- Improved ROI from campaigns
- Reduced funnel leakage leading to higher customer retention

Business Challenges

- Client had recently migrated from Adobe Marketing Cloud to Google Analytics and required help during the migration effort
- Client was running more than 50+ campaigns a week and wanted to understand the efficacy of their omni-channel campaign efforts
- At a strategic level the following objectives were given to Course5:
 - Create and run comparative dashboards for key site sections and pages
 - Pilot, iterate and operationalize dashboards with insights to answer the following business questions:
 - ◇ Digital pathing analysis
 - ◇ Campaign efficacy measurement
 - ◇ Marrying campaign and digital path data to create customer personas/segments

Approach

- Course5 deployed a team of digital analytics SMEs to drive insights per business objectives
- The team created a centralized data mart capturing different sources (web behavior, campaign behavior ROI and attitudinal data etc.) and combined with conversions to recreate complete customer journey with deep dive insights on digital paths and campaign conversion rates
- Optimized existing reporting process to build an automated omni-channel reporting system to enable near to real-time insights for all stakeholders

Outcome

- Customer leakage from the registration pages was reduced significantly owing to actionable insights shared
- Based on Course5 team recommendations, client was able to optimize media spends ensuring two times the ROI on every dollar spent on digital campaigns
- Customer was able to learn intricate insights about consumers who were served campaigns and were not and conducted additional focused surveys to map consumer intention

	Awareness	Engagement	Likeability and Familiarity	Conversion
Business Objective	Off-site conversation trends by users on products or brand	User experience with site design	Moments of Truth while navigating the site	Drivers to conversion
Data sources	Social Media Channels	Social Media Channels, Digital Analytics Platform, Marketing Automation	Social Media Channels, Digital Analytics Platform	Digital Analytics Platform, Marketing Automation
Measurement Objective	<ul style="list-style-type: none"> Needs state analysis Sentiment & emotional state analysis Prospect journey originating from offsite content (e.g. - social posts) 	<ul style="list-style-type: none"> Current site path experience / issues Touch point mapping 	<ul style="list-style-type: none"> Loyalty drivers Internal search patterns at each business unit level 	<ul style="list-style-type: none"> Goal conversion Streamlined opt in process/ conversion funnel

About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.