

High-tech cloud solutions provider enhanced campaign effectiveness and ROI tracking with specialized analytics extension team



Client

High-tech cloud solutions company

Industry

Information Technology

Business Impact

- Drove effective ROI on digital engagement
- Improved campaign budget allocation process
- Created an Effective campaign strategy

Business Challenges

- This client's website had more than 100 campaigns running each week and the data was flowing into multiple marketing platforms
- The client wanted to understand the digital depth and goal conversion of various marketing efforts
- They wanted to understand how campaigns are influencing customer interactions with various digital properties
- Additional, they wanted to draw insights from the campaigns and use it to enhance consumer behaviors
- Overall, the client was looking for a cohesive analytics strategy

Approach

- **Initial workshop**
 - Course5 conducted a detailed and in-depth analytics workshop to build initial understanding of the business requirements and priorities

- Designed business intelligence framework for global and regional levels to address key questions on digital path, campaign efficacy and advanced analytics for fueling customer segmentation and personalized product offers
- **Data integration and storage**
 - Set up the cloud-based technology stack to deliver a global and scalable solution
 - Developed host of APIs and other data bridges to integrate data from different client-owned and third party platforms
 - Created metadata and schemas to be leveraged for scale
 - Leveraged industry MDM best practices to drive effective data storage practices
- **Business insights and deployment**
 - Developed visualizations by leveraging industry leading platform Tableau™ and created various analytics applications to meet business requirements

Outcome

- Developed a cohesive, industry-leading analytics platform for clients to drive analytics in real-time
- Developed campaign attribution models which improved campaign ROI measurement Improved
- Improved customer fallout rates based on Course5 recommendations

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.