



## Case Study Analytics



# Marketing Spend Effectiveness – KPI Summary Dashboard

Industry: CPG

Client: A leading US-based CPG company



## 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

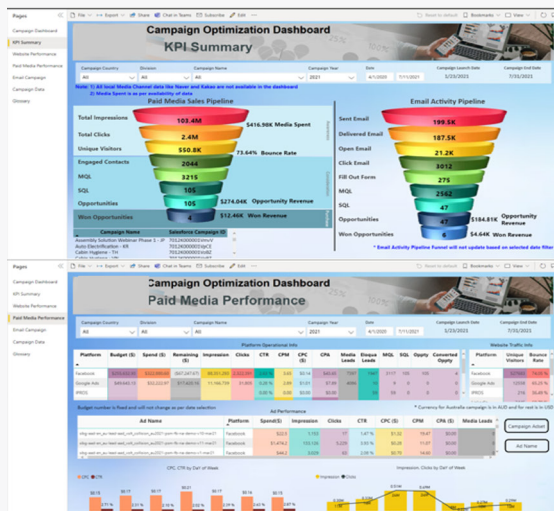


## Outcomes

- 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

Course5 Intelligence is a pure-play data analytics and insights company with a focus on helping organizations drive digital transformation using artificial intelligence (AI), advanced analytics, and insights. We enable organizations to solve complex issues relating to their customers, markets, and competition at speed and scale through a combination of industry-specific domain expertise with AI-driven products and solutions that are Intellectual Property (IP)-led and leverage the latest technologies. We use a multi-disciplinary approach to data integration across structured and unstructured data sources to help businesses grow through informed decision-making.