



CASE STUDY: Marketing Intelligence Empowers Mogo Interactive's Growth with Scalable and Deeper Client Insights

INTRODUCTION

Mogo Interactive is a digital marketing firm working to drive media performance and impact for leading institutions and brands. Working across North America and Canada, Mogo services a range of clients from arts/entertainment to collegiate athletics to financial services. A leader in innovative digital marketing, Mogo strives to continually utilize smart marketing technology to drive results for clients. In order to help their clients navigate the complex online advertising ecosystem with such diversity in clientele and marketing budgets, Mogo needed a scalable solution to achieve two objectives:

1. Delivering their expertise consistently across all clients
2. Deeper analytics for advanced clients to optimize for sales impact and customer loyalty

Thus, the Mogo team chose to engage Datorama as their Marketing Intelligence platform.

THE CHALLENGE

Prior to Datorama, the Mogo team relied on spreadsheets to track campaign progress and manually pulled and blended reports out of each platform that they used. As a result, sending campaign updates to their clients was time intensive and hindered their analytics maturity. The Mogo team's initial goal with the Datorama implementation was to alleviate bandwidth issues due to their manual reporting.

They strived to create an always-on client portal experience that would automate data preparation, provide real-time KPI and insight access, and executive-level sharing of data to clients, all in an easy to digest dashboard.



As they continued to learn about the power of Datorama's Marketing Intelligence platform, they sought to bring automation to internal processes to improve optimization, quality assurance, and client service. Next, they evolved their scope to include internal campaign management to track daily pacing, creative performance, and ad operations. Most recently, as clients became more engaged with their data, new questions developed around outcomes and understanding customer segments. Datorama enabled them to address these questions and build deeper more valuable services. Therefore, Mogo Interactive has followed a maturity path that has allowed them to add new clients, improve internal workflows, and provide deeper business value.

THE SOLUTION

Working with Datorama, the Mogo team set up internal optimization and external client reporting on the platform, bridging the gap between report extraction and visualization. Each account strategist has their own internal dashboard to track and analyze media performance and operations for each client. These support channel-specific views such as Paid Search and multi-channel dashboards blending display, social, search, native, and video to promote a holistic campaign approach.

According to Sarah Chapman, Marketing Specialist, “Our clients are very collaborative and they really value being able to access their data in a comprehensive, non-static way. It gives them the ability to drill down for details or look across different time intervals or segments of their data as they ask questions. It helps them make smarter decisions with our teams about their programs which creates stronger partnerships.”

In addition to media performance, the team is able to track the client’s business performance through Mogo Interactive Product dashboards. The Mogo Product and Patron Segment dashboard solutions connect media and marketing performance to ticketing databases, tying together customer, sales, and marketing data to understand what drives sales and how to best advance different buyer segments.





Usually, to connect ticketing systems to marketing data, advanced SQL knowledge is required. This skillset is not always accessible to non-profit and regional performing arts marketing programs with smaller staffing budgets. Using Datorama, the Mogo team automates this connection to business impact as a turnkey service. This gives teams and clients an automated and scalable advanced customer analytics dashboard that takes the pressure off marketing departments and backend reporting teams and empowers their clients to engage and share their data.



Taken together, Mogo leverages Datorama Marketing Intelligence to optimize and report on media across clients in streamlined, consistent way, while helping their clients understand how their business is impacted and who their fans are across loyal, new, and lapsed segments. Datorama's flexibility and ease-of-use has helped pave this pathway of maturity with rapid time to value, driving growth for Mogo and their clients.



THE RESULT

Taking advantage of Marketing Intelligence, Mogo successfully transitioned from manual report wrangling and maintenance to incorporating customer, revenue, and volume measurement into their media analysis. They experienced an expansive evolution in their reporting practices, moving from single channel dashboards to channel-blending strategic dashboards, without having to worry about duplication in data sources. This enabled them to take an even more strategic evolution to connecting marketing and media with ticketing sales impact and customer insights. Today they're now pushing the limits of smarter decision making across every client investment, performance, outcome, and opportunity for loyalty.

All in all, key results included:

Operational improvements:

84.5%

reduction in time spent on check-in reports leveraging Datorama as the core offering versus manual spreadsheet reporting

Reporting increase:

50

internal dashboards,

230+

live client dashboards

942%

client growth

while scaling internal headcount efficiently from 20 to 50

(24 clients to 250)

*2011 to 2017



"This was a big leap for us," said Sarah Chapman, Marketing Specialist. "With Datorama, we were able to incorporate more data and metrics, providing more access and transparency for our clients and thus building trust and integrity for Mogo. Now we're at the next level, helping answer the 'who' and 'what' of consumer consumption."

Their integrations with several ticketing platforms has also allowed them to create a one-stop-shop solution for collegiate sports encompassing marketing and sales. After implementing Datorama and proving increased, advanced, and differentiated value, they've tripled their business and seen growth in nearly 100 unique clients.

"We've derived great value from Datorama. The flexibility of the platform allows us to get any type of information our teams and clients need integrated quickly. From there we can totally customize our reporting and analytics views off the shelf. We can drag and drop pacing goals or any visualizations we need to help tell stories with our data so clients can understand and see value. It's a much easier way to work on our end and because it's so turnkey for our needs and our clients needs— it's helped us scale our expertise to help more clients, in more ways. **That grows our business.**"

— Jonathon Hunt, Director of Product and Technology



About Datorama

Datorama is a global technology company providing the leading Marketing Intelligence solution for data-driven enterprises, agencies, publishers, and platforms. Datorama's artificial intelligence- (AI) powered, Software-as-a-Service (SaaS) platform gives marketers the ability to centralize all of their data into one single source of truth. This automates reporting across channels and campaigns, and provides marketers with a seamless, always-on optimization capability across every performance, impact, and customer loyalty key performance indicator (KPI). Datorama's best-in-breed combination of end-to-end data management, data visualization, automated insights, and activations empower marketers to become an engine of growth for their respective business.

Datorama powers Marketing Intelligence for thousands of cutting-edge marketing organizations, including: IBM, Foursquare, Ticketmaster, Pernod Ricard and Publicis Media. Datorama was recently named to the 2017 Deloitte Technology Fast 500 as the 35th fastest growing company in North America, and was identified as a 2016 Gartner Cool Vendor in Data-driven Marketing. To learn more about Datorama, please visit: <https://datorama.com/>.