USEReady

TRANSFORMING SOCIAL WELFARE WITH ANALYTICS

USEReady helped Ad Council bring together data from paid, earned, shared and owned (PESO) media buckets to gain insights that helped optimize media ad spaces, improve campaign performance and subsequent public participation for their social welfare campaigns

CHALLENGES

Campaign performance data was scattered across 30+ data sources comprising of TV, Radio, CRMs, Social Media and other online silos. Using traditional ways of reporting introduced inaccuracy and delays in decision making.

SOLUTION

USEReady setup an integrated system by connecting and transforming all the data, deploying a centralized repository and building actionable dashboards that offered detailed and fast insights on company's advertising campaigns.

BENEFITS

Our advanced analytics solution helped the company optimize media ad spaces, enhance campaign efficacy and drive successful social welfare campaigns pertaining to LGBT youth awareness, anti-bullying, student disabilities etc.

Overview

Ad Council is one of the world's largest public service advertisement company that produces and distributes social awareness campaigns to improve people's everyday lives.

Their analytics team was charged with the responsibility of providing key insights into their marketing and advertising initiatives, to measure media performance, campaign success and public participation to eventually generate impactful social awareness.

The need of the hour was to add advanced analytical capabilities, for which they joined hands with USEReady. USEReady has been instrumental in -

- Integrating and preparing data from 30+ diverse sources
- Setting up robust and scalable data infrastructure
- 360° visibility and actionable insights into media, campaign, and customer engagement

Challenges

30+ Scattered Data Sources

Ad Council acquired data from over 30+ paid, earned, shared and owned media, some of which are listed below.

- Broadcast TV
- Network and Local cable TV
- OOH
- Print Media
- Facebook
- YouTube
- Twitter
- PR
- AdWords
- Salesforce
- Google Analytics
- DoubleClick
- Nielsen
- SQAD
- Circle Graphics
- Meltwater
- Crimson Hexagon
- Homefront
- Lpsos
- Burrelles Luce etc.

The disparate nature of sources with multiple formats of data resulted in tedious and inaccurate reporting. The data was voluminous and

there was no fixed architecture to find this data in one place. They needed a centralized repository with uniformly formatted data from where data could be pulled for comprehensive analysis.

Static and archaic reports, not offering real business insights

Due to siloed, uneven and scattered nature of data the reports generated were prone to be inaccurate and couldn't be relied upon for making crucial business decisions. Moreover, these reports were made on excel sheets and the static files were incapable of offering relevant insights, trends, patterns etc.
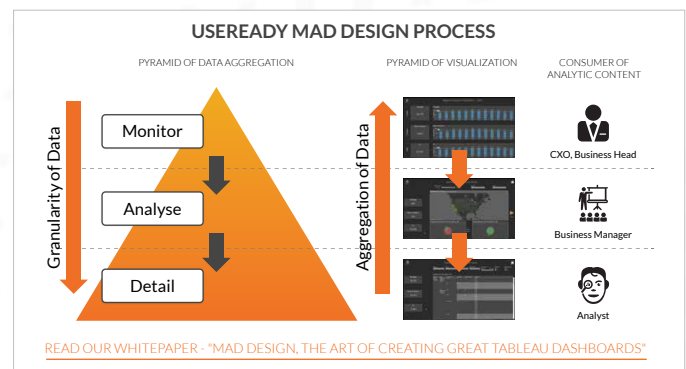
Solution

Data Integration & Preparation

USEReady integrated aforementioned 30+ data sources into a centralized data repository. Having identified and analyzed team's specific requirements, we performed data modeling and shaped up the data for visual analysis. We also created reusable data libraries that could be repurposed and reused in future to simplify recurring reporting needs.

Data Architecture

We parallely set up a data warehouse using Microsoft SQL, hosted on AWS. This warehouse acted as a consolidated and well organized data hub, that made harmonized data, readily available. The dashboards were hosted on Tableau Online to maintain seamless availability for stakeholders from various departments.
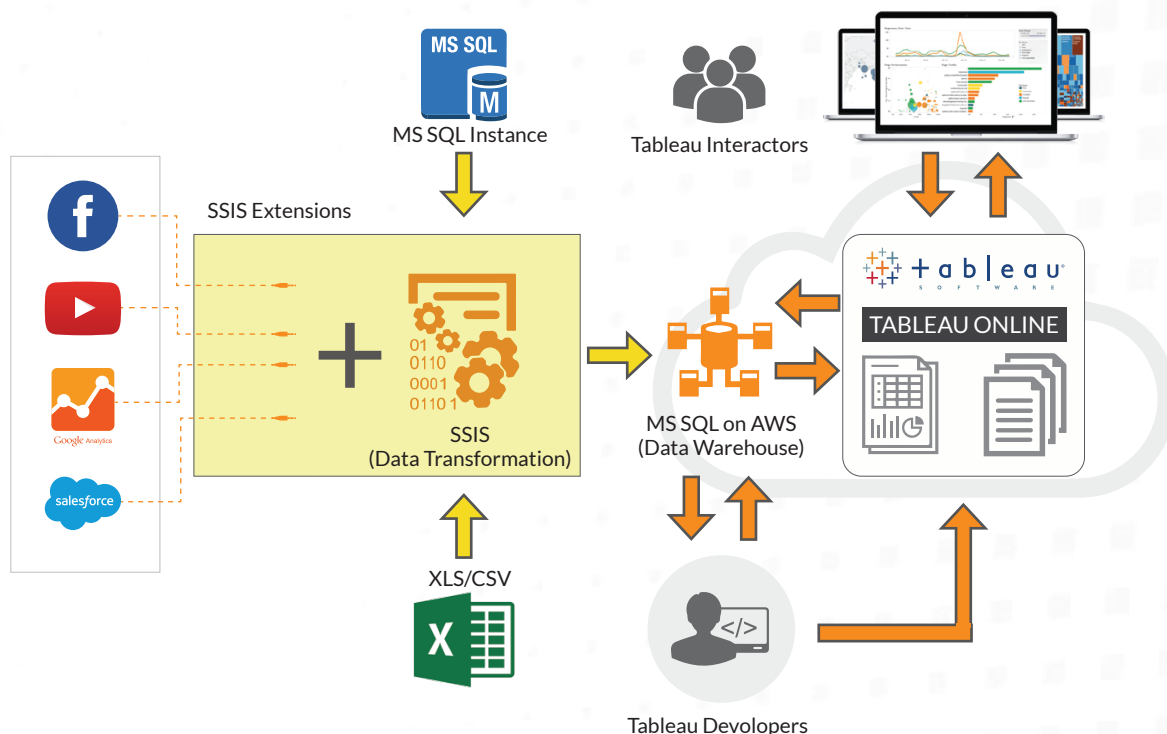
Visual Data Discovery

With our forte in Tableau, and our expertise in media, marketing and advertising domains, USEReady empowered the media team with advanced executive and operational dashboards in a short frame of time. To make these Tableau dashboards, we leveraged our MAD (Monitor-Analyze-Detail) methodology, which makes sure that the dashboards remain consistent, offer high performance, and provide meaningful insights which result in business actions.

USEREADY MAD DESIGN PROCESS

PYRAMID OF DATA AGGREGATION — PYRAMID OF VISUALIZATION — CONSUMER OF ANALYTIC CONTENT

Granularity of Data — Monitor — Analyse — Detail — Aggregation of Data

CXO, Business Head

Business Manager

Analyst

READ OUR WHITEPAPER - "MAD DESIGN, THE ART OF CREATING GREAT TABLEAU DASHBOARDS"

SOLUTION ARCHITECTURE
FROM DATA INTEGRATION & HARMONIZATION TO THE CREATION OF TABLEAU DASHBOARDS

MS SQL Instance

Tableau Interactors

SSIS Extensions

SSIS (Data Transformation)

XLS/CSV

MS SQL on AWS (Data Warehouse)

TABLEAU ONLINE

Tableau Devolopers

Media and Advertising Analytics

We worked with Ad Council's media measurement and analytics team to create multiple Tableau dashboards, which offered actionable business insights to the team on a wide array of activities.

- Media overview
- National and regional media efficacy
- Donated Media analysis
- Campaign overview
- Campaign rankings
- Campaign exposure
- Cross campaign impact
- Social Media listening
- Youtube engagement
- Website/fulfillment
- Survey results
- Expired asset reports

Enhanced with MAD framework, our dashboards allowed for anyone to get a quick answer to both simple and complex queries in a summary or detailed format. Users could uncover hidden trends and correlations with ease using the drill down and drill around capabilities on multiple dimensions, such as

- Media types ✕
- Media channels ✕
- Media assets ✕
- Media outlets and groups ✕
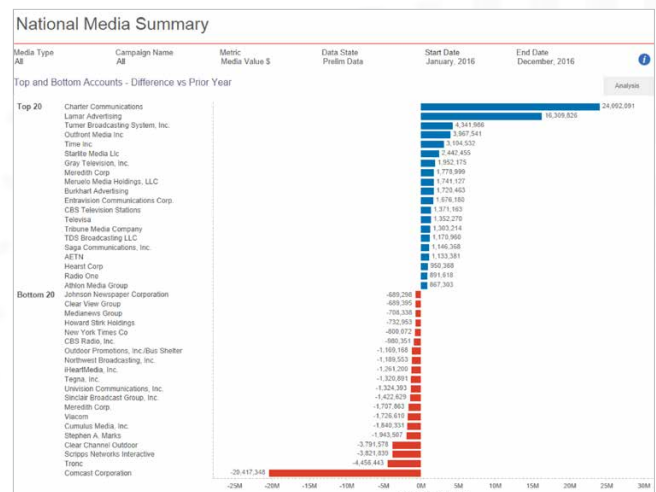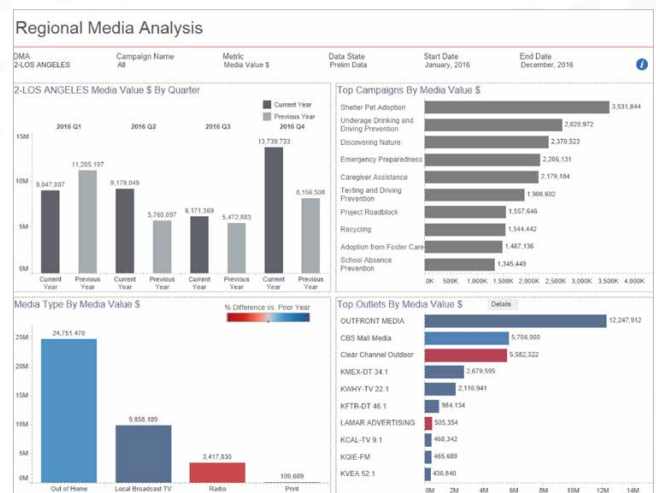- Distribution platforms ✕
- Region ✕
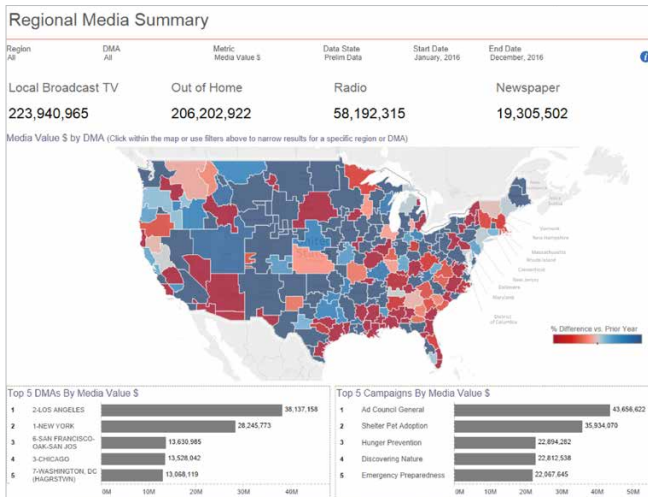- Time ✕
- Daypart or DMA ✕

Customer engagement & participation dashboards

Ad Council also needed dashboards that depicted how their target audience was receiving and interacting with the PSAs. This was a major performance parameter given that every campaign was assessed for success depending on social listening outcomes.

We created dashboards to report customer engagement and participation by campaigns and particular regions. We mapped the participation of intended audience through receiving the campaign communication, interacting with it and eventually supporting a social cause.

- Customer journey
- Receive Communication
- Open Campaign Materials
- Download Materials
- Conversions / Support Campaign

Benefits

Business Insights

Powerful Tableau dashboards facilitated better overall visibility, enabling the client to answer important questions, related to audience, media, campaigns, traction channels, etc. helping them make well-informed decisions.

Campaign efficacy

Our efforts helped Ad Council in creating better campaigns with improved social listening and public participation.

Time to value

USEReady's solution enabled the client with accurate and enriched performance insights, which significantly reduced the time it took to take corrective measures.

Monetary control

Proper tracking, reporting and analysis of all media ad space donated to the organization led to the optimum usage of the organization's monetary assets.

Process Optimization

Our solutions helped the client to formulate best practices to be followed across teams to standardize performance measurement.

Saving lives with Tableau

Our BI solution greatly impacted some very crucial campaigns for Ad Council and helped spread awareness about critical social issues such as

- ⊘ Pet Adoption
- ⊘ Acceptance and upliftments for LGBT Youth
- ⊘ Anti-bullying
- ⊘ Student disabilities etc.

> " The great thing about USEReady is that they have a very transparent and thoughtful approach. They quickly understood our requirements and worked in tandem with Tableau to offer in-depth insights to bring out the best in our endeavors. I can honestly say that they are our trusted advisors. They have a customized approach to each problem with progressive skill-sets."

Anne Deo
SVP, Analytics