



Marketing dashboard suite

Nutrition supplements brand

Enabled hourly and daily customization of marketing spend by channel, based on an automated marketing dashboard suite that tracked hourly spend and CAC by channel by integrating data from internal and external sources

Nutrition supplements brand needs a robust marketing dashboard

Picture this...

You're looking to set up dashboards on Power BI that provide visibility into the key marketing metrics such as customer acquisition costs (CAC), marketing spend and lifetime value (LTV) across channels. Currently, you lack visibility into the performance track of marketing spend across channels to make business decisions on a real time basis.

You turn to Accordion.

We partner with your team to enable hourly and daily customization of marketing spend by channel, based on an automated marketing dashboard suite that tracks hourly spend and CAC by channel on integrating data from internal and external sources, including:

- 1) Setting-up an automated process to ingest the required data from various marketing sources (such as Google Analytics, Google Ads, Facebook Ads, Instagram Ads and Bing Ads) into a data warehouse after necessary transformation, using Python queries and API calls
- 2) Building marketing dashboards that showed the daily and monthly trends in CAC, LTV and marketing spend, helping the business reallocate the marketing spend based on the CAC vs LTV comparison across marketing channels
- 3) Automating the update and distribution of all the dashboards to the respective stakeholders by setting up API connections to third party tools as needed

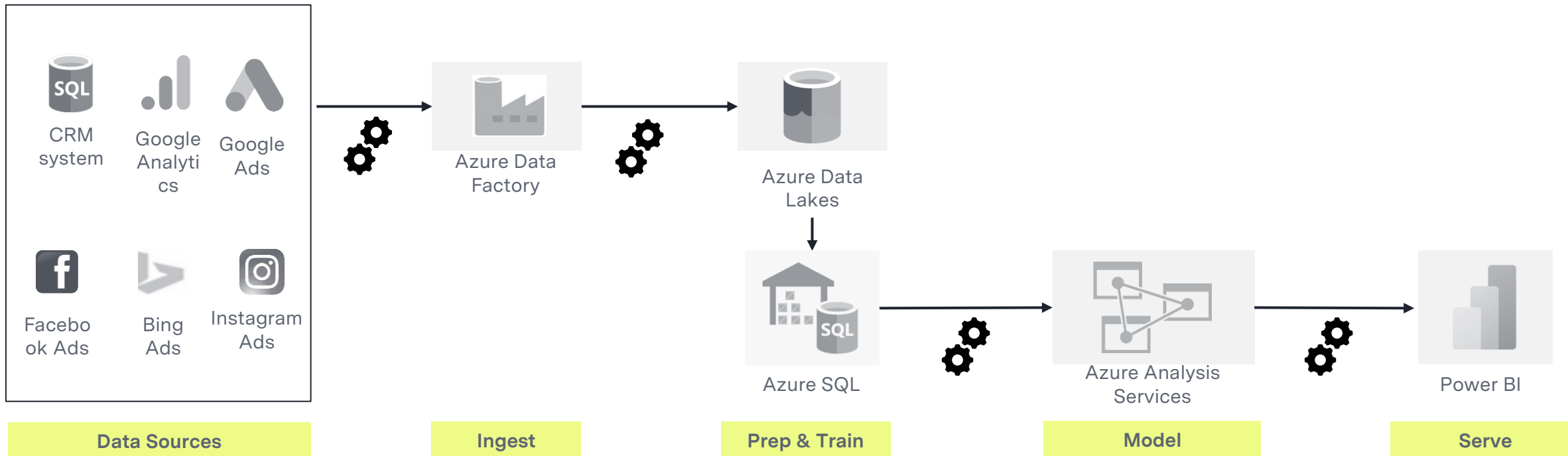
Your value is enhanced.

- You have automated dashboards to provide visibility into the daily customer acquisitions from various social media channels, which enable the business to redistribute the marketing spend across the channels effectively
- These dashboards also help you track the seasonality of marketing efforts by effectively tracking the trends of customer acquisition across channels

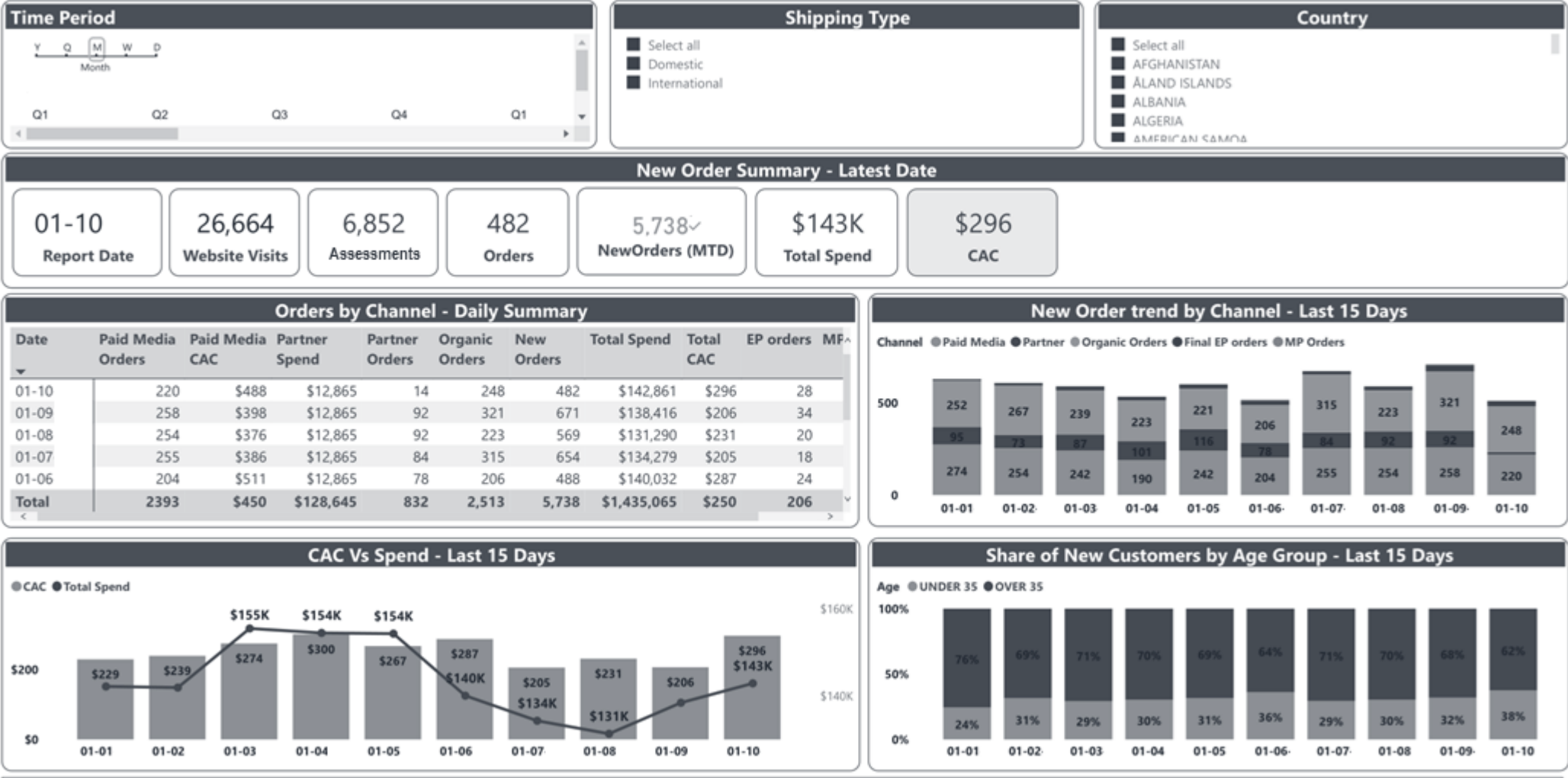
VALUE LEVERS PULLED

- Azure Datawarehouse
- Azure Analysis Services
- Automation using Python queries and API calls
- Marketing dashboard on Power BI

Integration of marketing spend across sources through robust data infrastructure



Daily marketing performance dashboard



Daily marketing performance dashboard provides visibility into the daily spends across channels

Monthly marketing trend dashboard



Monthly marketing trends dashboard provides visibility into the trends in the key marketing KPIs