



Digital Marketing Performance Dashboard

Hair Extensions Company

- Partnered with the client to provide a consolidated overview of marketing performance of digital campaigns on an ongoing basis by integrating the data from various marketing sources into a central Data Warehouse.
- Enabled the team to drill-down the performance at a keyword and campaign level to guide the marketing strategy with the help of an automated Power BI dashboard.

Hair extensions company needs to reflect on its marketing performance

Picture this...

You're looking for a consolidated overview of marketing performance of digital campaigns by integrating the data from various marketing sources into a central Data Warehouse, due to expanded their footprint through brand acquisition . Additionally, you need to drill-down the performance at a keyword and campaign level to guide the marketing strategy with the help of an automated Power BI dashboard.

You turn to Accordion.

We partner with your team to provide a centralized Data Warehouse and a drill-down into the performance at a keyword and campaign level to guide the marketing strategy, including:

- 1) Conducting interviews with individual brand growth leaders to understand the short-term/long-term marketing objectives and defining strategic marketing KPIs to track the performance of these initiatives
- 2) Building a centralized Azure-based Data Warehouse (DW) which consolidates data from ERP (NetSuite), eCommerce (Shopify, Magento), Marketing (Facebook Ads, Google Ads, Instagram, Influencer platforms), CRM (Salesforce) systems across the 13 brands. This DW could serve as a single source of truth for analytics and reporting
- 3) Analyzing the marketing performance by channel, campaign, and keyword level with the help of a near real-time automated marketing dashboard on Power BI. Additionally, benchmarking these metrics against budget and previous period to understand the performance trends.
- 4) Analyzing the digital journey of customers, across the websites, to understand the customer behavior before making a purchase and understand the key drop-off points in the website journey by tracking the cart funnel with the help of metrics such as Sessions, Product Page Views, Added to Cart, etc.

Your value is enhanced.

You have optimized allocation of marketing spend into promotions with high ROI and targeted efforts to improve marketing efficiency resulting in 5% YoY decrease in CPM (cost per thousand impressions) and 20 bps increase in conversion rate. You have a single snapshot of marketing performance, across the 13 brands on an ongoing basis, enabling the marketing team to optimize the marketing performance across brands, thereby eliminating the effort to track the spend/performance across 13 platforms

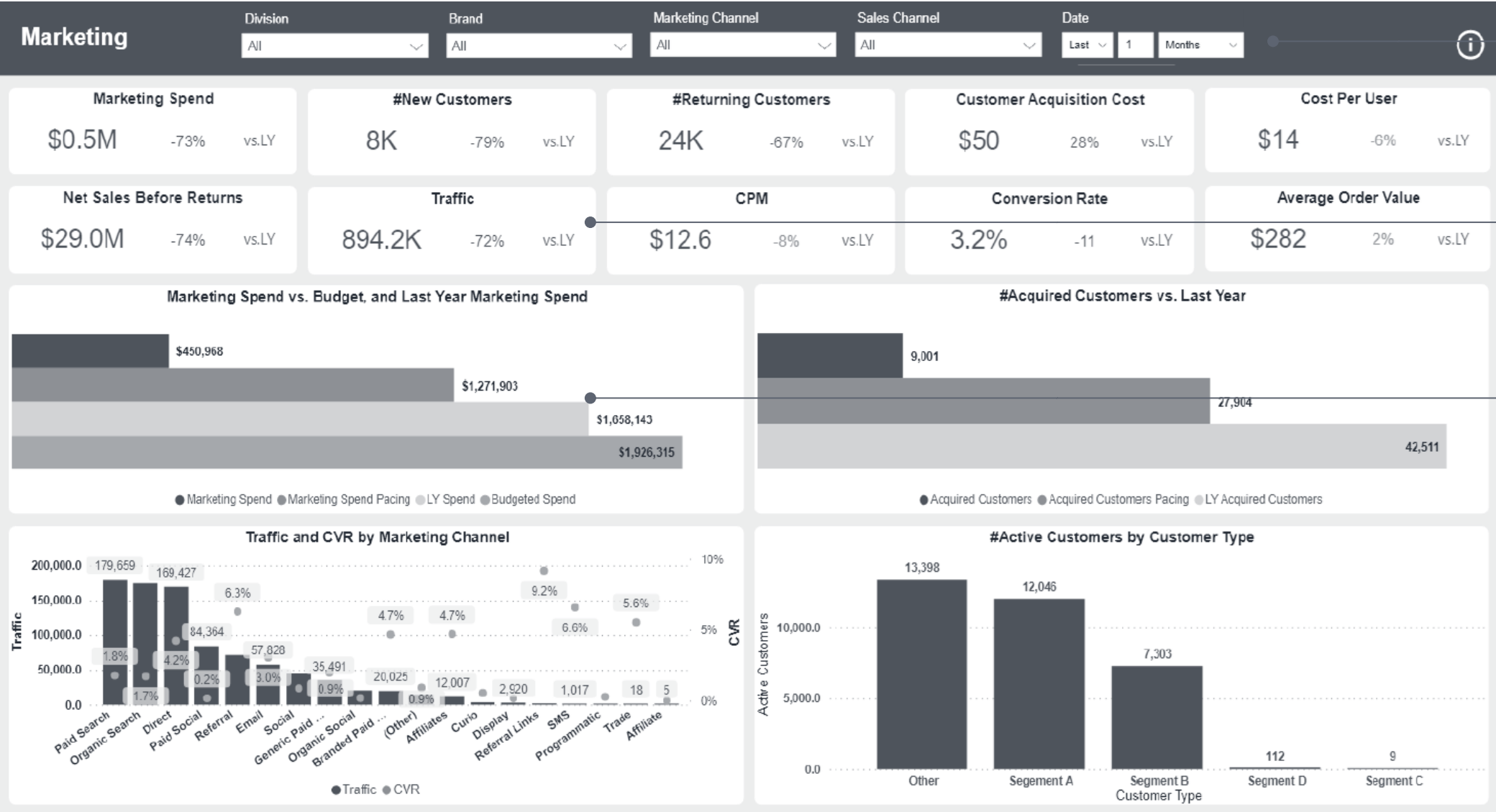
KEY RESULT

- ~20 bps increase in conversion rate
- Built revenue forecast model with a mere ~2% error rate

VALUE LEVERS PULLED

- Marketing Spend Modeling

Marketing performance overview



Flexibility to drill-down by time, brand, sales, marketing channel etc.

Key marketing metrics and YoY performance

Benchmarked performance against Budget and Last Year

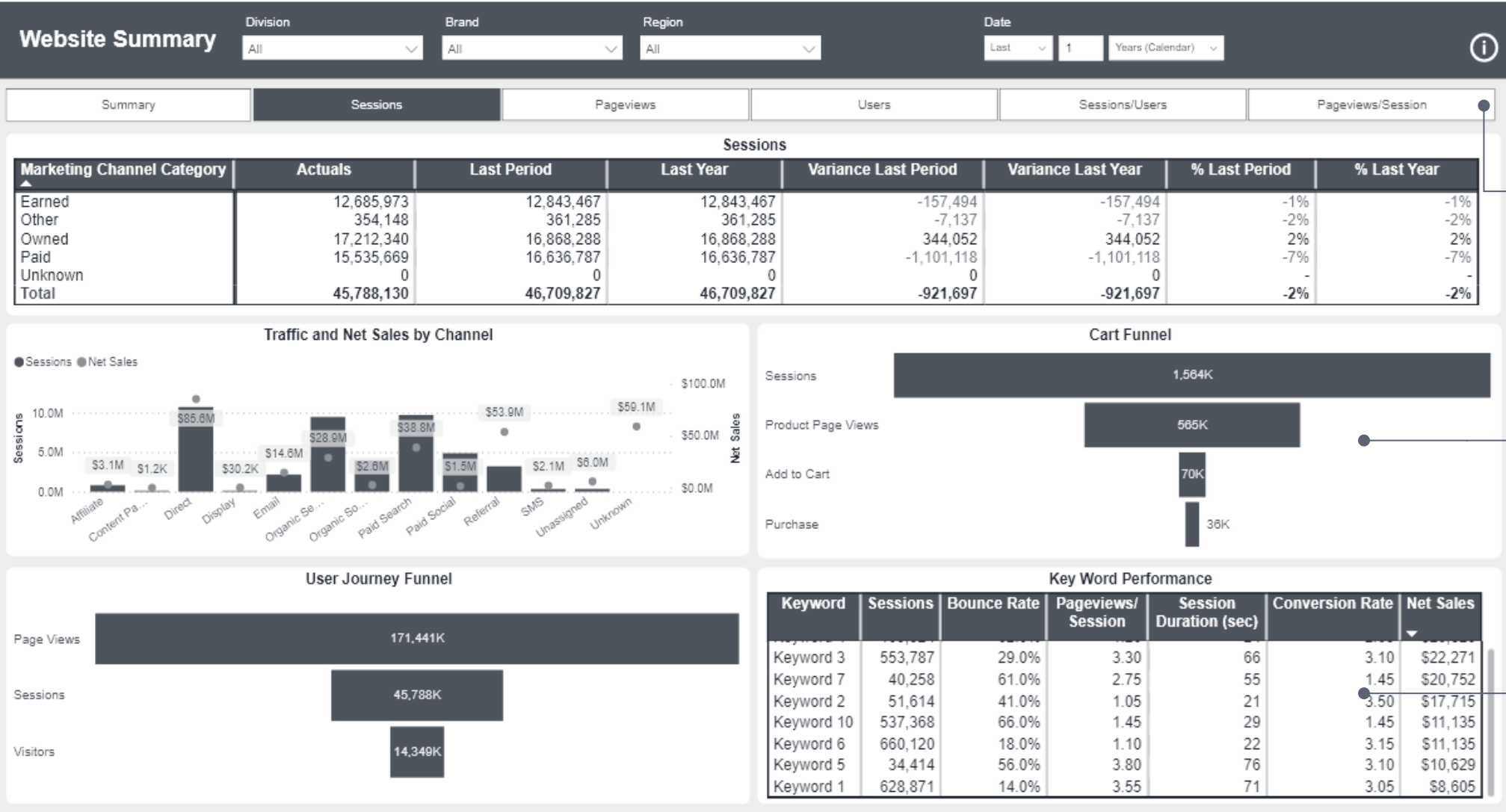
Marketing channel performance deep-dive



Key metrics across marketing channel categories

Distribution trends of traffic across marketing channels and category

Website performance tracking



Toggle to monitor the performance across marketing channels by brand

Track the user journey from session to purchase

Track and assess the performance of keywords with the help of key metrics