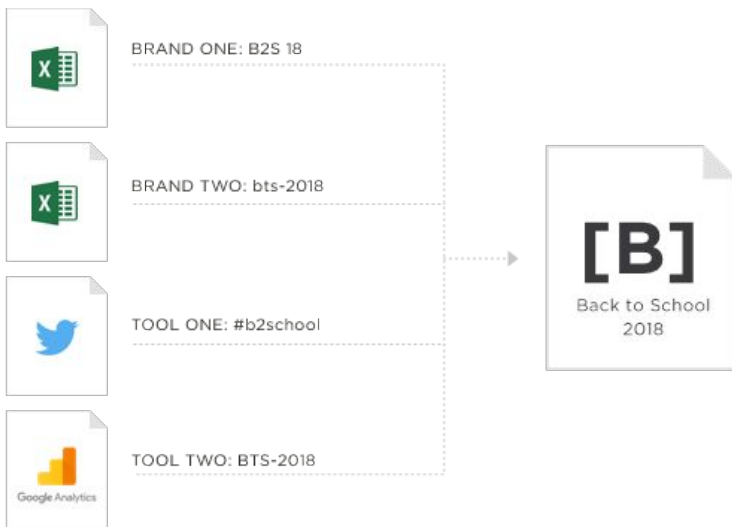

Beckon, Inc : Beckon Standard Project

Chia Seaberg • 2019

Introduction



Beckon, Inc.

Data normalization and visualization

How it works

- Connect to a source
- Transform data
- Import data
- Visualize

Examples

TOTAL SPEND

\$3.98M

REVENUE



TOTAL IMPRESSIONS

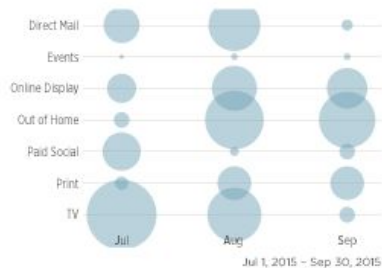


COST PER IMPRESSION

\$0.04

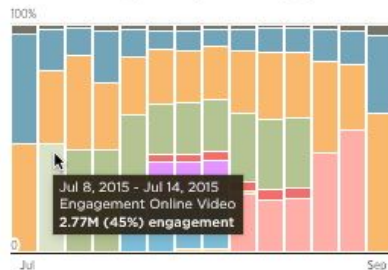
MARKETING SPEND BY CHANNEL

What have we spent by channel over the past quarter?



WEEKLY ENGAGEMENT BY CHANNEL

Which channel is generating the most engagement?



TOTAL SPEND

\$91.9M

ENGAGEMENT RATE

4.1%

ROI

144%

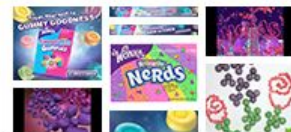
TOTAL SALES

\$224M

#WONKANATION INSTAGRAM POSTS

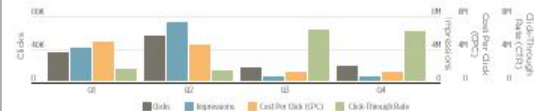


ONLINE DISPLAY EXAMPLES



ONLINE DISPLAY PERFORMANCE

How is paid digital media converting?



PAID / EARNED / OWNED

Is our messaging inspiring earned media?



EARNED MEDIA: TWITTER POST

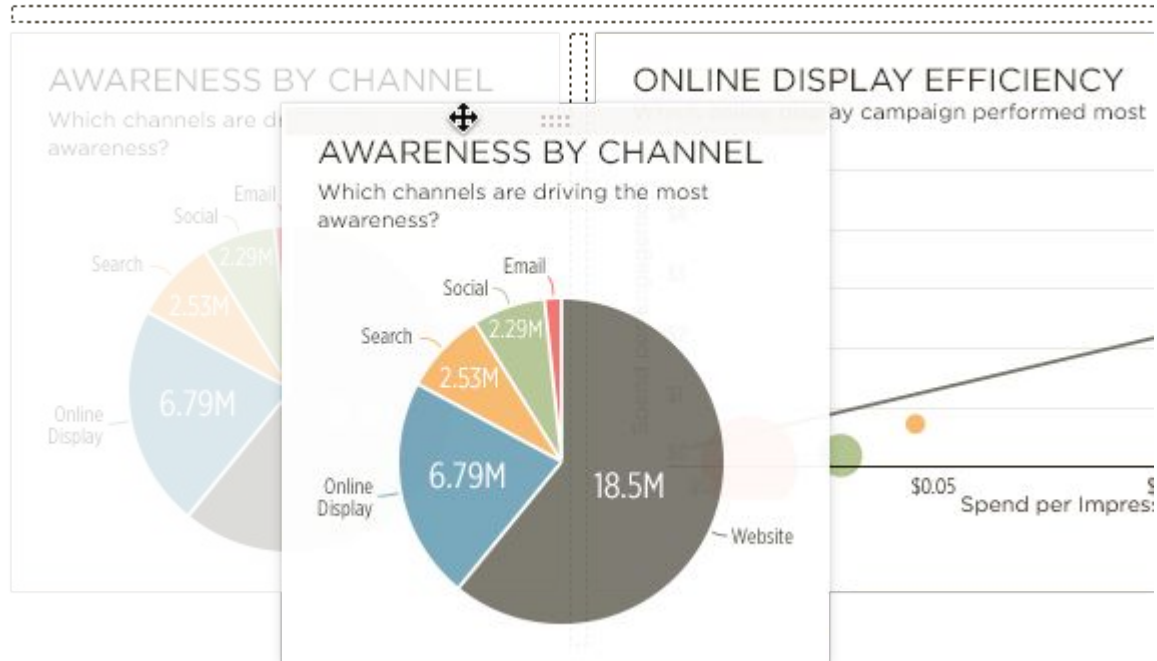
@Wonka and @Twitter



@WONKANATION TWITTER FEED



Examples (cont.)



Beckon Standard

What is Beckon Standard?

- One click solution for implementing a standard data source
 - Steps:
 - User enters credential
 - API connectors are created
 - Dashboards and scorecards available for users to view
-

Why?

Identified problems

- Long implementation time
 - Not utilizing existing APIs
 - Different exploration with customers
 - Inconsistent implementation
 - Accounts with different dimensions (eg: Country vs Countries)
 - Low engagement from users
 - Requests for creating dashboard:
 - Performance report
 - Social platform comparison
 - Campaign report
-

How?

Process

1. Identified root causes of challenges
 - a. Customization
 - b. Lack of documentation
2. Hypothesis:
 - a. Accounts request for the same popular data sources
 - b. Accounts analyze their data in a similar fashion
3. Test hypothesis with new accounts
4. Build feature

Challenges:

- Implementation time
 - Inconsistency
 - Engagement
-

Templatized connectors


[BECKON]

REPORTS


DATA

NBCUniversal


BECKON




Annotations




User activity




Cards




Combined




Demographics




Device and OS




End screens



Playback locations



Province



Sharing service

CONNECT SERVICES

COMBINED

BACK

NEXT

Reports are generated daily and contain data for a unique, 24-HOUR PERIOD

Metrics: Average View Duration, Average View Percentage, Estimated Minutes Watched, Views

Dimensions: Live or OnDemand, Channel, Country, Subscribed Status, Device Type, Insight Play Back Location Type,...

Metrics	Dimensions
<input checked="" type="checkbox"/> Average View Duration (average_view_duration_seconds)	<input checked="" type="checkbox"/> Live or OnDemand (live_or_on_demand)
<input checked="" type="checkbox"/> Average View Percentage (average_view_duration_percentage)	<input checked="" type="checkbox"/> Channel (channel_id)
<input checked="" type="checkbox"/> Estimated Minutes Watched (watch_time_minutes)	<input checked="" type="checkbox"/> Country (country_code)
<input checked="" type="checkbox"/> Views (views)	<input checked="" type="checkbox"/> Subscribed Status (subscribed_status)
	<input checked="" type="checkbox"/> Device Type (device_type)
	<input checked="" type="checkbox"/> Insight Play Back Location Type, ... (playback_location_type)
	<input checked="" type="checkbox"/> Insight Traffic Source Type (traffic_source_type)
	<input checked="" type="checkbox"/> Operating System (operating_system)

Templatized connectors (cont.)

YOUTUBE - CUMULATIVE - ILLUMINATION [Scheduled]

Enter a description

EDIT

IMPORTS

DATA

METRICS

DIMENSIONS

PROPERTIES

Custom Property Name

Custom Property Value

+ ADD PROPERTY

Search all columns

PROPERTY	VALUE
Fixed Value Dimensions	n/a
Type	Youtube
Id	597302456
Cron Expression	0 0 2 * * ?
Cron Data Timeframe	ROLLING_YEAR
Campaign	NEW CAMPAIGN
Transformer Name	youtube_tq_cumulative
File Upload Action	IMPORT
Owner	BECKON SUPPORT [B]
Authentication	illumination - YouTube API
Profile	illumination
Date Dimension	video
Date Format	yyyy-MM-dd
Filter	country==US
max_results	200
sort	-views

Delete

Delete

Templatized connectors (cont.)

Pros

- Generate pre-determined connector settings
- Can be generated by anyone

Cons

- No data transformation

Challenges:

- ✓ Implementation time
 - Inconsistency
 - Engagement
-

Standardized Transformation

Pros

- Reduced workload for CS
- Consistent use of dimensions and metrics

Cons

- Solution focused on CS
- Setting up connectors can be time consuming for larger accounts

Challenges:

- ✓ Implementation time
- ✓ Inconsistency
- Engagement

Testing

Started with Facebook Ads API:

- Standard transformers for CS
 - Documentation on setting up Facebook Ads connector
 - Implemented for all new available accounts
 - Gathered feedback from CS
 - How long did it take to implement?
 - How complicated was implementation?
 - What were the accounts' feedback regarding the data needed?
-

Conclusion

- Reduced implementation time
 - Repeatable process
 - Opportunity to realign organization's value:
 - Proactive
 - Tool to help marketer with their job
-

Impact

Before Beckon Standard

Connect
Transform
Import
Visualize

Setting up connectors for data sources

Customizing data transformation using JSON

Ensure data is correctly and accurately transformed for import into Beckon

Create dashboards and scorecards

After Beckon Standard

Connect
Transform
Import
Visualize

Connectors are automatically generated

Standardized JSON templates

Data transformation and import rarely fails

Dashboards and scorecards generated once data import is complete

Impact

1. Decreased implementation time

- Decreased from weeks to hours

2. Standardized implementation

- Dashboards can be copied from account to another
-

Impact

3. Increased user engagement

- Driven to understand their data better

4. Guiding customers

- Instead of asking what customers wanted, the solution is focused on being proactive
-

Learnings

After rolling out

Dashboards were by data source

Each dashboard focused on one particular data source

API updates can break everything

When an API is updated, there was no easy way to fix all current accounts

Updated dashboards and settings

No easy way to push updates for dashboards to older accounts

Result?

1. Well received internally and externally
2. Users were trending towards self-serving

Challenges:

- ✓ Implementation time
- ✓ Inconsistency
- ✓ Engagement

If I were to do it again..

Marketing expert dedicated to project

Questions?
