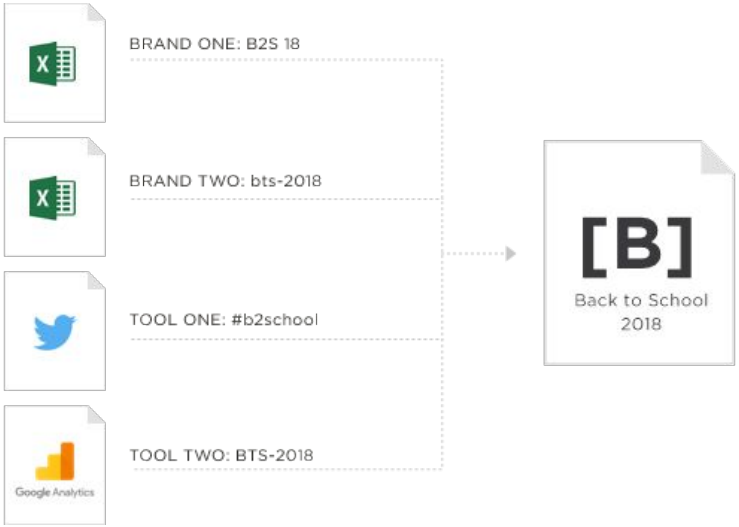
Beckon, Inc :
Beckon Standard Project

Chia Seaberg • 2019

Introduction



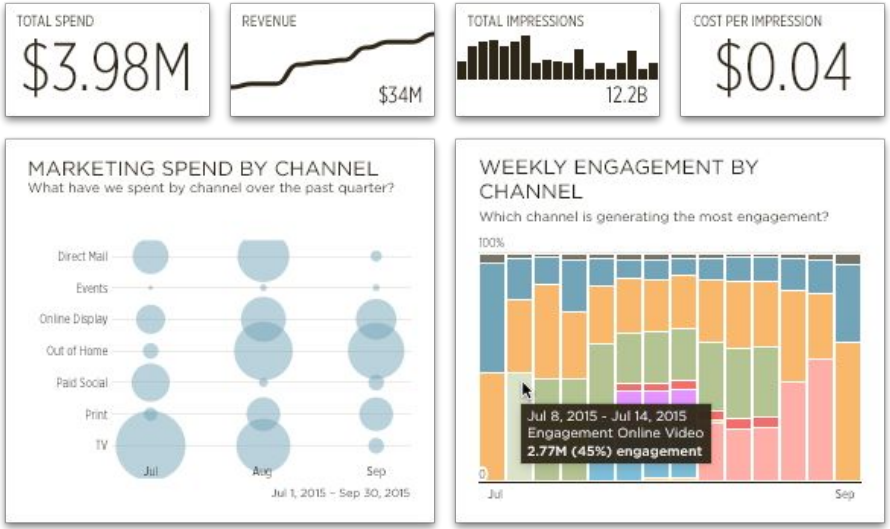
Beckon, Inc.

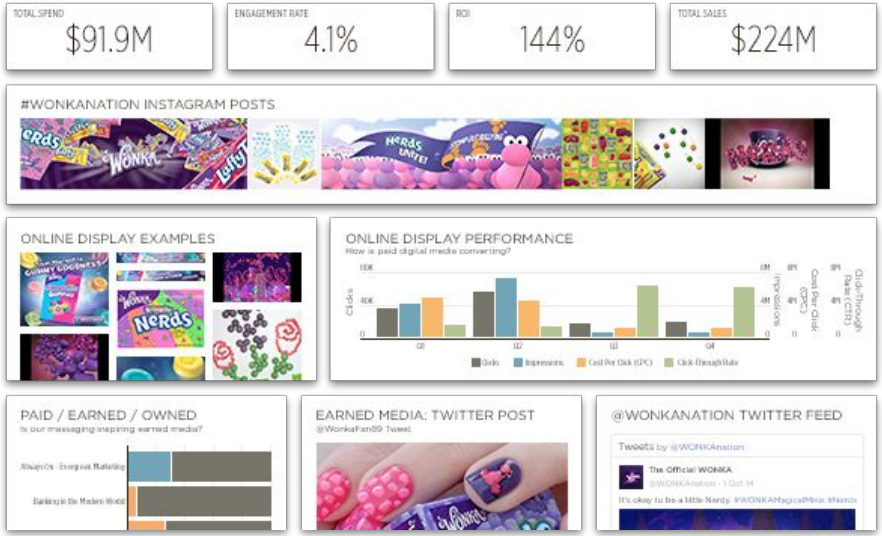
Data **normalization** and **visualization**

How it works

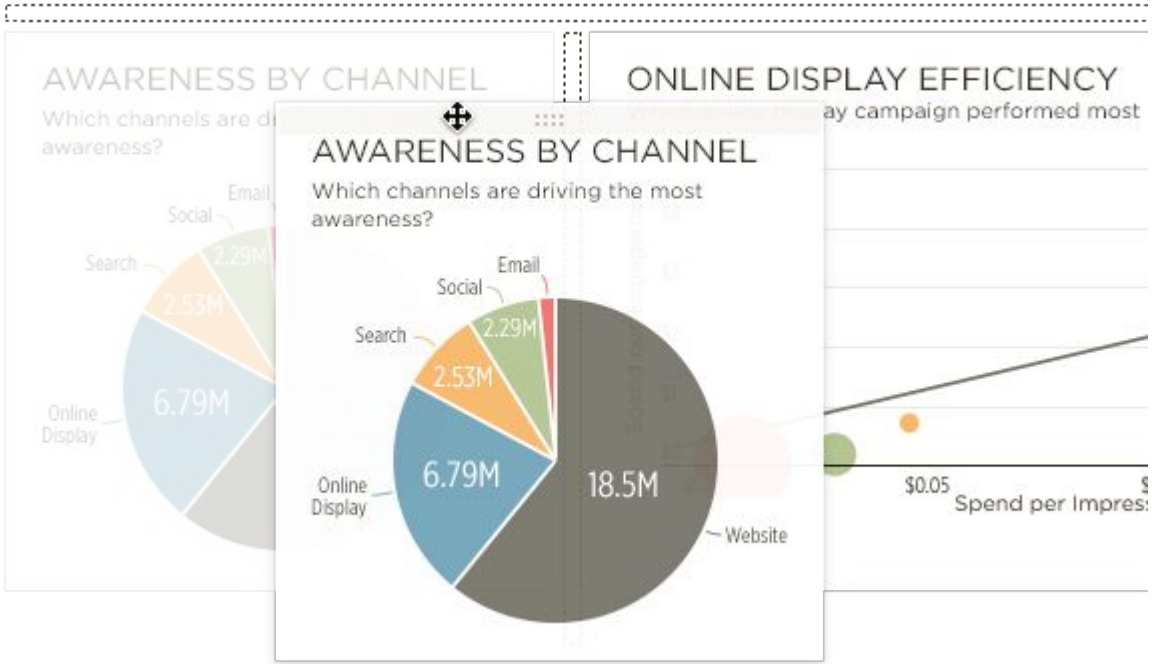
- **Connect** to a source
- **Transform** data
- **Import** data
- **Visualize**

Examples


TOTAL SPEND
$3.98M
REVENUE
$34M
TOTAL IMPRESSIONS
12.2B
COST PER IMPRESSION
$0.04
MARKETING SPEND BY CHANNEL
What have we spent by channel over the past quarter?
Direct Mail
Events
Online Display
Out of Home
Paid Social
Print
TV
Jul
Aug
Sep
Jul 1, 2015 - Sep 30, 2015
WEEKLY ENGAGEMENT BY CHANNEL
Which channel is generating the most engagement?
100%
0
Jul 8, 2015 - Jul 14, 2015
Engagement Online Video
2.77M (45%) engagement
Jul
Sep


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
@WonkaFan69 Tweet
@WONKANATION TWITTER FEED
Tweets by @WONKAnation
The Official WONKA

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?

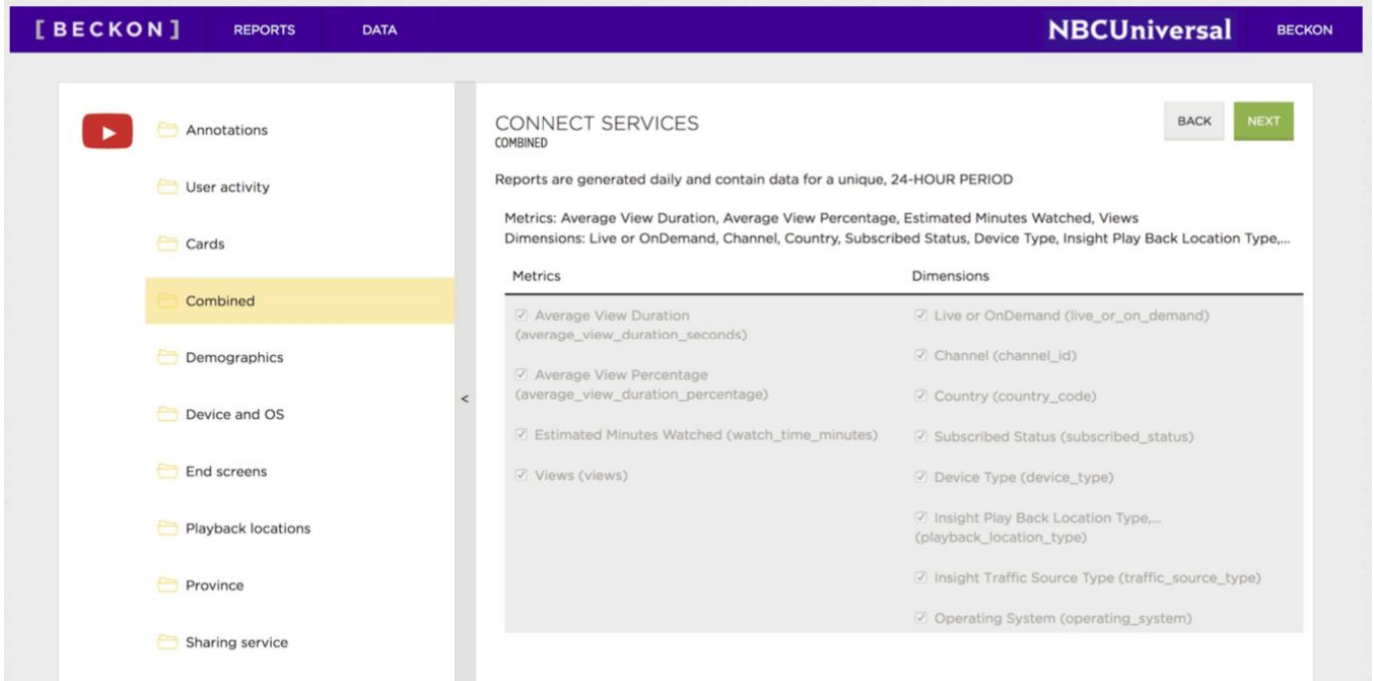
Process

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

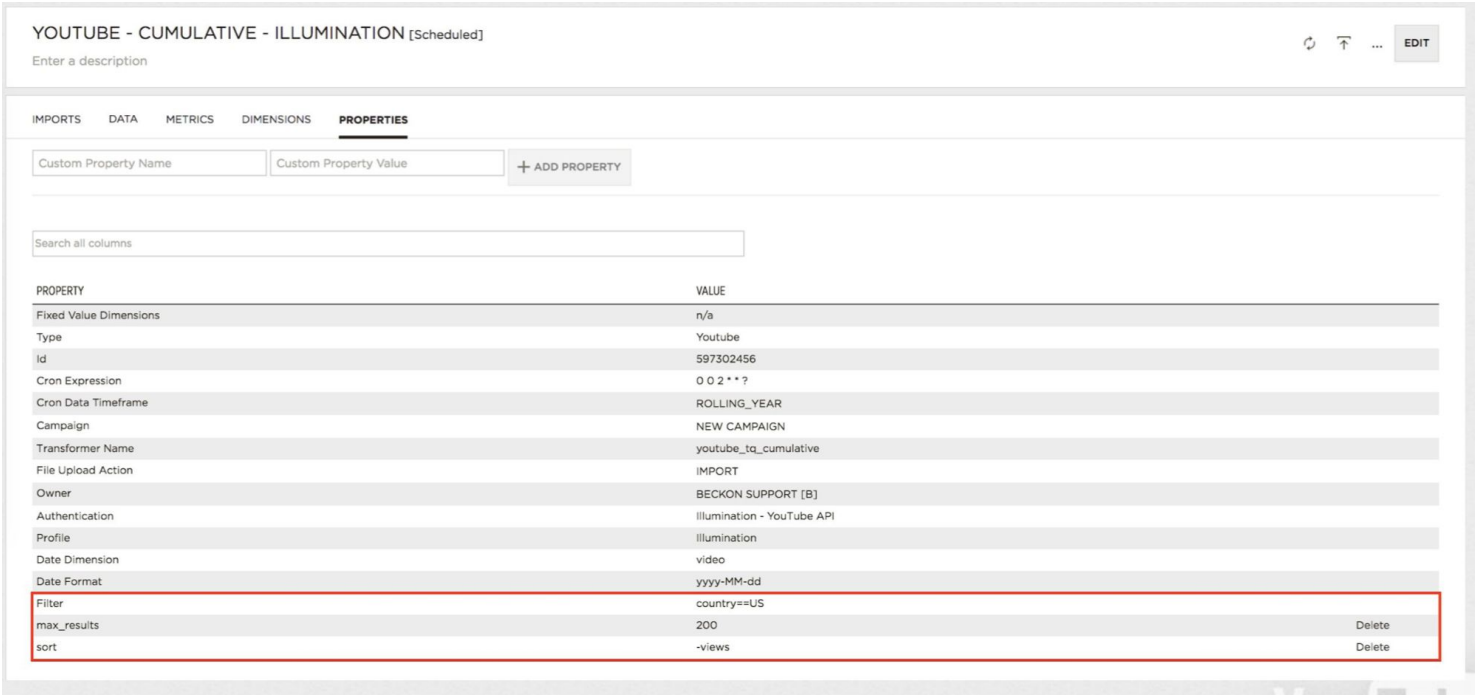
Challenges:

- Implementation time
- Inconsistency
- Engagement

Templatized connectors



Templatized connectors (cont.)



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	Setting up connectors for data sources
Transform	Customizing data transformation using JSON
Import	Ensure data is correctly and accurately transformed for import into Beckon
Visualize	Create dashboards and scorecards

After Beckon Standard

Connect	Connectors are automatically generated
Transform	Standardized JSON templates
Import	Data transformation and import rarely fails
Visualize	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?