

Amazon campaign tracker

This is a quantitative research project requested by Amazon's XCM team that tracks its mass marketing and branding campaigns globally. It is an on-going project (as of Dec/2021) with launches every week.

Translation specs: 3,000 words/week, 10 countries and 11 languages, human translation + review
Turnaround time from handoff of final materials: 4 days

Challenge:

The data collection period is fixed as it's directly related to the client's campaign schedule, so delays or re-field due to errors are not acceptable. And constant changes to the survey in English even after the handoff.

Solution:

More than ever, being in constant communication with the cross-functional team/vendor and also using effectively the change log.
Making good use of project management tools to stay on top of the milestones and project schedule.