

Smart Campaign Dashboard



Stage 1: Identify problem

- Marketing teams struggle with real-time visibility into campaign performance.
- Manual reporting wastes time and delays optimization.

Stage 2: Possible Solutions

- Hire more Assistants
- Automate pipeline
- Outsource to freelance data captures

Stage 3: Feasible solution

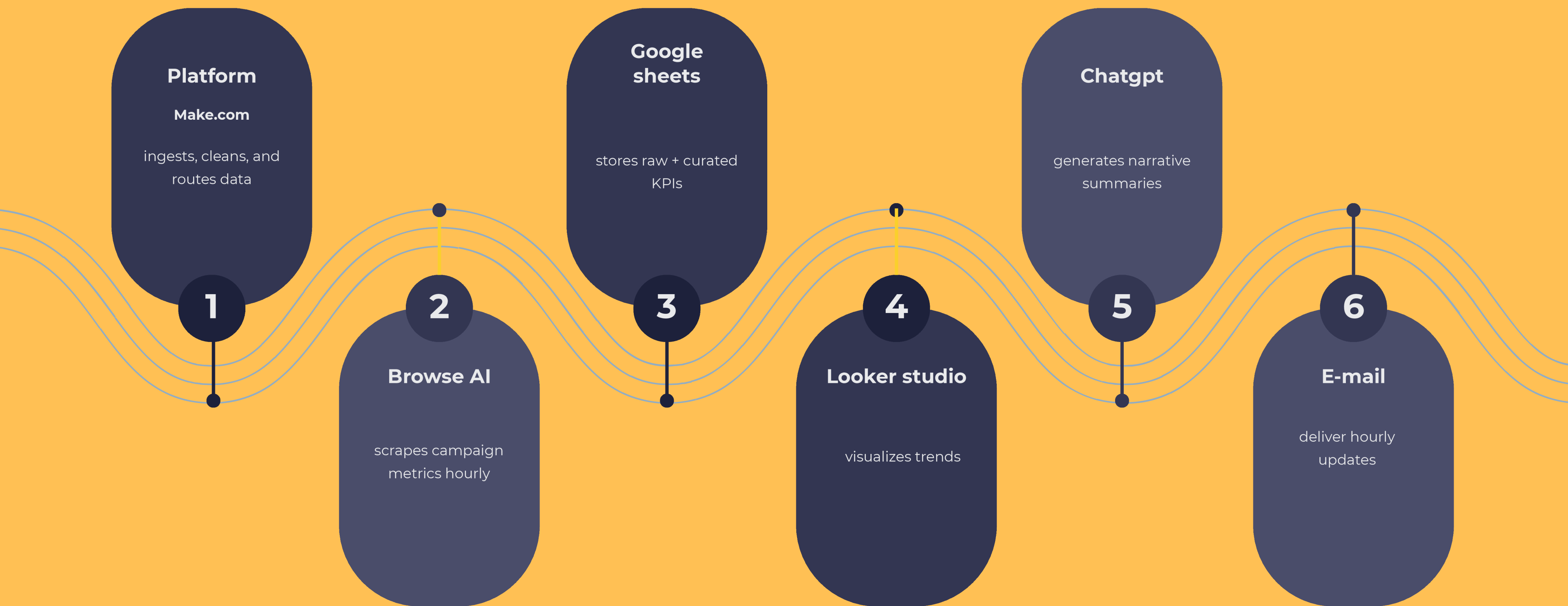
- Automate pipelines
- no code/low code platforms

Stage 4: Suitable Platform

- Make.com
- Easy to learn(upskilling employees)
 - Free tier account(tester)
 - Multiple resources

TECH

STACK



Jupyter notebook attached in repo for codes utilised and automation pipeline in proper order (currently Overview on display)

Benefits

01

Real-time monitoring

Hourly monitoring catches overspending or underperforming ads quickly, preventing wasted ad spend

02

Budget control

Real-time insights allow faster reallocation of budget to high-performing campaigns, boosting return on ad spend (ROAS)

03

Scalability

Works across multiple campaigns/channels

04

Stakeholder alignment:

Everyone sees the same KPIs + summary

05

Time-Saving

No need for analysts to spend hours manually exporting campaign data and building reports

06

AI-driven insights

ChatGPT summaries highlight anomalies and opportunities, reducing the risk of missed optimization chances

07

Conclusion

It reduces wasted ad spend by enabling real-time monitoring, ensures budgets are optimized, and scales reporting without adding headcount