

Empowered a global leader in advertising and public relations to make faster and smarter decisions by providing real-time, data-driven insights

About the Client

- 01** Is a global advertising and public relations conglomerate headquartered in Japan
- 02** Offers a wide range of services, including media planning and buying, creative advertising, brand strategy, digital transformation, and public relations
- 03** Boasts an exceptional portfolio of premier clients spanning 120 countries and supports them on both traditional marketing channels and modern digital platforms

Business Needs

- Automate data-driven insight generation and streamline data analysis
- Design a fully customizable, interactive, and advanced visual dashboard for easy access to digital campaign KPIs
- Enhance user engagement
- Boost overall efficiency and accelerate the decision-making process
- Enable access to insights through natural language prompts, eliminating the need for advanced data query expertise

Solutions



- Conducted a comprehensive requirements gathering and analysis to understand the broader context of the campaign's performance and effectiveness
- Developed an advanced interactive dashboard capable of generating automated data-driven insights
- Enabled clients to access and customize charts, automatically generate narratives, and create tailored data stories for the required timeframes
- Leveraged QuickSight Q's capability to simplify complex data, deliver accurate insights, and empower customers to organize datasets, customize field names, and add synonyms for enhanced usability
- Facilitated the creation of interactive data stories for client presentations

Technology Stack

Tool **amazon QuickSight**

Data Sources **Meta** **Google Display & Video 360** **theTradeDesk**

Pinterest **Tik Tok** **Snapchat** **Powered by Teads AD MANAGER**

Business Impact

- Enhanced decision-making** by providing real-time data-driven insights and automated narratives, resulting in **faster and more informed choices**
- Enabled users to seamlessly access analytics** from a single source using interactive dashboards, detailed reports, Natural Language Queries (NLQ), and embedded analytics
- Made insights more relevant to the customers** by enabling them to personalize charts, and create narratives, tailored data stories for specific timeframes while ensuring alignment with business-specific terminology through topics and customized synonyms
- Maximized time and cost efficiency** by **minimizing manual intervention** through automated data processing and pre-defined prompts
- Facilitated proactive strategy adjustments** by **leveraging predictive analytics and data stories** to turn raw data into actionable insights
- Boosted collaboration** between the client teams and the stakeholders by implementing up-to-date, interactive dashboards

Media & Analytics

- AdTech**
- Advertising & Marketing**
- Publishing**
- Video Streaming & OTT**
- Entertainment Production**

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