



NUGIT CASE STUDY:

# STARCOM INDONESIA

## Background Information:

In this case study we will discover how Nugit has helped Yasir Riaz and his team to work more effortlessly with their media data. Yasir Riaz is currently the Head of Media at Publicis One Jakarta. Together with his team, they have been using Nugit for 2 years.

With the responsibility of high-level strategic decision-making, Yasir needed a tool that saves time spent in rudimentary tasks, like manual data processing in the creation of a compelling report. The case study will show how Nugit can take over these tasks and increase productivity for all users.

At the team level, Nugit is used to track the performance of multiple media campaigns all at once. As the key to delivering a successful campaign is through consistent optimising, Lidia Rani, the digital manager working with Yasir Riaz, sets clear metrics so she can easily oversee her ongoing campaigns, and optimise accordingly.



**Yasir Riaz**

Head of Media, Starcom Indonesia

...

*“Using Nugit saved a lot of time for me and the team. Weekly report creation used to take 2 days but now it only takes 2 hours to set up the report. After that, it just takes 5 minutes to check the weekly data and share it with the stakeholders.”*

## Quickly Create Data Stories to be Sent and Shared

### How it was before:

1. Manual extraction of data from dashboards of various platforms (Business Manager, Ad Server, Adwords etc...).
2. Tabulation of extracted data on excel.
3. Analysis of data.
4. Compilation of insights in a powerpoint report.
5. Additional time required to design a beautiful report and create copy to accompany the data.

**Total time before Nugit: 5 days**

### Using Nugit, the platform that automates the entire process of data storytelling:

- Step 1:** Integrate data sources, Nugit's AI automatically cleans the data.
- Step 2:** Create one-click stories with stunning visualisations and natural language.
- Step 3:** Share at scale via email, PPTX, TV presentation or interactive web links.

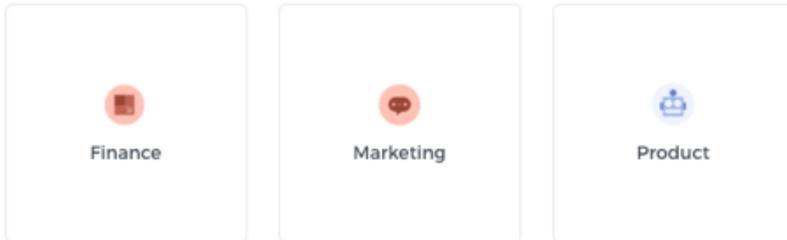
**Total time using Nugit: 2 hours**

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## Ownership of Data Across the Team

### All Nugit Reports are Created within “Groups”

The back-and-forth passing of information is a key hindrance to productivity that the Nugit app solves. By working in “Groups”. Yasir Riaz and his team can easily access key information needed to move a task forward.



Before every report is created, create and choose your group to work in. Every user in the group has access to the data story, which makes macro-level decision making much faster than before.

**The result is less duplication of efforts, less wasted hours and less overtime!**

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**Yasir Riaz**

Head of Media, Starcom Indonesia

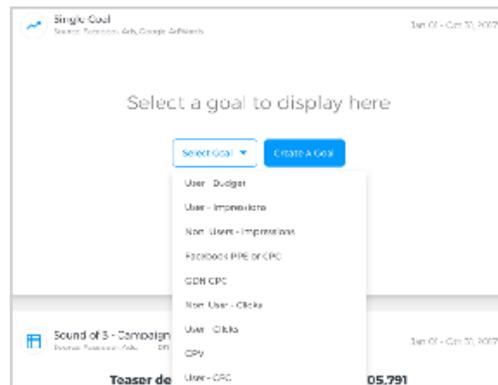
*“I have used it personally to keep track of important campaigns and see their progress. This means that I don’t have to wait for the team to report back on KPI progress, and can see it in Nugit myself.”*

### Digital Manager Starcom Indonesia

*“Since our clients are primarily concerned with the plan versus the actual results of the campaign, the “Goal” function helps visualise this information, and I use it in every report.”*

## Setting “Goals” to Track & Optimise Campaigns

A digital manager that works with Yasir Riaz, uses “Goals” for all her clients to track the performance of her campaigns.



### Why Nugit’s “Goal Setting” is so helpful

#### Customisability

Set a few goals for every campaign to track performance.

#### Efficiency

By comparing different campaign variation that are set with the same goals, easily spot which one is doing better and optimise accordingly.

#### Client Understanding

Reports made with “Goal Setting” are easy-to-read and digestible, no separate client reporting powerpoint design is needed.

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