



CASE STUDY:

NUGIT AUTOMATES TOP PUBLISHER'S SALES TEAM REPORTS FOR OVER 50,000 ADVERTISERS



BESPOKE WORKFLOWS, BRANDED REPORT TEMPLATES, CUSTOM ANALYTICS ALGORITHMS

OVER 50,000 ADVERTISERS' DATA ANALYSED DAILY

THOUSANDS OF MULTILINGUAL REPORTS AUTOMATED MONTHLY

TURNAROUND TIME PER REPORT DROPPED FROM 2 WEEKS TO 10 MINUTES

To enable advertisers to plan their campaigns better, one of the world's leading publishers produces both quarterly and monthly campaign reports for its clients. As its number of advertisers and sales team grew, the company needed to produce more reports, more efficiently. Its team of analysts could no longer handle ad-hoc and on-demand report requests within a reasonable turnaround time.

The Nugit Experience

Nugit's advanced reporting software was customised according to the publisher platform's stringent security and database requirements, and deployed on-site in its global HQ. The system was modified to integrate internal confidential benchmarking data which was only provided to their top advertisers and not publicly available. The project involved bespoke workflows, branding templates and multiple custom analytics algorithms to meet reporting requirements. Nugit's engineers worked together with in-house data teams in order to ensure the complex deployment was rolled out successfully in just 4 months.

The Nugit Output

The result? The project achieved its key goal, which was to secure integration with the publisher platform's API, internal databases and Salesforce to sync and analyse over 50,000 advertisers daily. The Nugit system powers thousands of multilingual reports for the sales teams monthly, generating each report within minutes without any human intervention. The fully automated reporting solution substantially reduced the average turnaround time per report from 2 weeks to just 10 minutes.

“Nugit's technology has enabled our team to provide better advertising intelligence solutions at scale. The automated reporting workflow has substantially reduced the time it takes our team to prepare insightful reports for our clients.”

– Director, Sales Analytics & Solutions