



CASE STUDY:



AUDI AUSTRALIA RECEIVES 37 REPORTS IN A DAY AND FINDS MONTHLY DEALERSHIP TRENDS

37
REPORTS
IN LESS THAN 1 DAY

NO. OF
TEAM MEMBERS
TO CREATE REPORT:
FROM
4 TO 1

CLEARER INSIGHTS ON:
MONTHLY TRENDS
.....
AD CREATIVE PERFORMANCE
.....
CAR MODEL PERFORMANCE

When Mediacom launched the national rollout of SEM campaigns for the Audi Australia Dealerships, a large number of reports needed to be created on a monthly basis. Mediacom teams needed to produce approximately 37 reports to various dealership marketing managers and each report consisted of data from a number of sources such as AdWords, Analytics and Marin. They needed a simple solution to correlate and combine the data and present it in a digestible, client-facing manner.

In order to do this, the team at Mediacom needed to first manually extract the data across the platforms, analyze all the data to provide useful insights and then manipulate it into an excel report, all before presenting this to the client. There were a total of 37 reports to be created monthly. Needless to say, it was a painfully manual and tedious process, which took up to a week to prepare, split among a team of 4.

The Nugit Experience

Thanks to Nugit, the entire process was shortened to less than a day. Team members simply had to input the date range they required, and then analysed the results from the Nugit platform. The time saved allowed them to focus on optimising the campaigns for better performance.

The Nugit Output

The visualisation of the platform also helped dealers spot trends and identify top performing campaigns. From the insights gathered in the platform, everyone was able to easily analyse month-on-month trends, as well as creative and model performance. This allowed dealers to pinpoint which models were popular from a search perspective monthly, and which call-to-actions resonated with the audience. From there, Audi Australia could make more strategic marketing decisions to increase revenue.

“The client (Audi) really enjoyed having an easy-to-read report that contained all the data they needed, which they usually had to find themselves, delivered consistently at the start of each month,”

– Nick Hinchley,
Performance Manager, Mediacom