LEADING MULTINATIONAL CONSUMER HEALTHCARE CONGLOMERATE AUTOMATES REPORTS FOR OVER 8,000 AD ACCOUNTS

nugit
DATA FOR PEOPLE

REPORTS AUTOMATED FOR 2 BRANDS, IN 9 MARKETS, WITH OVER 5000 CAMPAIGNS	**REAL-TIME DATA ACCESS FOR 18 MARKETING TEAMS AND THEIR AGENCIES**	**TOTAL REPORTING TIME REDUCED BY MORE THAN HALF**	**NUGIT REPORT SLIDES PRESENTED TO TOP MANAGEMENT IN 5 MARKETS**

Having many brands and product portfolios across multiple markets, data reporting was a tedious and cumbersome process in one of the world's leading consumer healthcare groups. Various tools were used to create a single report. These included Adobe Analytics, Tableau, CSV, PowerPoint, and Panorama.

In particular, the marketing department urgently needed help in creating frequent and regular reports for 2 brands. These 2 brands are present in 9 markets, and were running more than 5000 campaigns at that time.

The fact that the conglomerate had a complex and unique purchase funnel, spanning across online and offline channels, further complicated things. It often took the marketing teams several days to consolidate data and insights from all stakeholders, before a report is ready to be presented.

The Nugit Experience

Nugit consolidated the teams' marketing data, web analytics, e-commerce data, and media data into a single platform that could provide a holistic view in one glance.

18 marketing teams and their partner agencies could now access real-time data through Nugit at the same time. Deeper analyses were made using Nugit's interactive reports, as they could easily filter data by metrics, data sources, campaigns, segments, and markets.

Nugit's Client Services team worked closely with the client to understand the needs of reporting for the client's unique customer journey and purchase funnel. To meet these needs, Nugit created custom metrics that accurately captured the key information the brands needed to know about their customers. The Nugit Client Services team even went a step further and specially designed a custom visualisation that showcased the brands' purchase funnel on a single slide.

The Nugit Output

The brands' marketing teams uncovered insights from their different digital campaigns, and could identify the most important media touchpoints instantly on Nugit's reporting platform. Sales trends and channel contributions to revenue were clear.

These insights were seamlessly extracted from the platform to PowerPoint slides in just a few clicks. As a result, total reporting time was reduced by more than half compared to before.

Using the Nugit slides, the teams made presentations to stakeholders in 5 markets — Japan, Indonesia, India, China, and Philippines — reviewing the performance of their brand portfolios with much more clarity than before. The once complex data was now easy for stakeholders to digest due to the slick visualisations. Decisions on future digital media investment were made with more confidence and speed.

> "Visualisations on Nugit reports helps organisation accelerate their data analytics capabilities by turning data into clear information. This helped us to gain business insights much faster than before."
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> — APAC Digital Analytics Team, Consumer Healthcare Conglomerate