CASE STUDY

INDAGO DIGITAL TAMES RISING DATA VOLUMES WITH MIP

Indago Digital is a leading marketing agency that specialises in creating customer acquisition campaigns using electronic channels including display, mobile and social media.

Working with large volumes of data, the agency searches for insights that can help its clients hone their messages to ensure maximum response levels.

Established in 2014, the company has 20 staff and serves a broad range of industry sectors. Key clients include Crown Resorts, Expedia, CareerOne and Dun & Bradstreet.

indago digital

>> CHALLENGES

01 Managing and processing rising volumes of source data.

02 Cumbersome manual processes needed to create client reports.

02 Improving the efficiency of internal agency processes.

>> OUTCOMES

01 Greatly improved data analysis capabilities.

02 Better visual reporting for clients.

03 Streamlined internal workflows.

>> BUSINESS CHALLENGES

MANAGING RISING DATA VOLUMES.

Digital marketing campaigns rely on large quantities of data including everything from key words to impressions, clicks and response rates. As its client's campaigns became more sophisticated, Indago Digital was finding it increasingly challenging to manage, analyse and generate reports from this growing volume of data.

CUMBERSOME MANUAL PROCESSES.

Data from a variety of sources had to be collected and manipulated in a series of spreadsheets to allow analysis and reporting. This process required significant manual intervention to format data and combine it to create the required larger data sets. Client reports could often take up to five hours to create.

IMPROVING INTERNAL AGENCY PROCESSES.

As the agency grew, internal workflows were coming under increasing strain. Staff members were finding themselves spending significant time on mundane data management activities rather than adding true value to client campaigns.

>> SOLUTIONS

In early 2016, the Indago Digital team realised it had to find a new way to undertake data analysis and reporting. The data sets being generated by its digital marketing campaigns had grown in size and became too large to analyse using exisiting systems.

“Our biggest challenge was that we were using Microsoft Excel but were struggling to handle our lage data sets” says Sadler. “If you have more than half a million rows in an Excel spreadsheet it tends to crash and we were working with data sets that have between eight and ten million rows.”

The large sets contained data generated by campaigns undertaken by clients and could include everything from keywords used in Google Ads to page impression and conversion rates.

> We were facing an increasing battle when it came to efficiently managing large data sets and turning them into valuable insights for our clients.
>
> **Tom Sadler**
> Sales and Marketing Director, Indago Digital

“For example, for our clients we track some 3200 different campaigns which use more than 140,000 different keywords” he says. “The data also needs to be segmented in various ways such as by time, day of the week, device being used, location and the demographics of the prospective customers. The challenge becomes even bigger as we need to use a minimum of two years’ rolling data so we can compare seasonal variances.”

After examining a number of alternatives, Indago Digital made the decision to deploy software from Alteryx and Tableau. Working with their information manag-ment partner, MIP, the tools were configured and deployed in stages over a period of three months.

"We opted to undertake a series of trials so we could understand the tools and also get feedback from our clients that the types of reports they generated were meeting their requirements", says Sadler. "The overwhelming feedback we received was very positive.

>> OUTCOMES

GREATLY IMPROVED DATA ANALYSIS CAPABILITIES.

The time it takes to gather data, analyse it and create reports for clients has been significantly reduced. Where previously it could take around five hours of manual data manipulation, results can now be achieved in about 30 minutes, without the need for human intervention.

> Our clients are seeking a clear return on their marketing investment and want to know that, for every dollar they are spending, they are getting a clear return. MIP has helped us to achieve this goal.
>
> **Tom Sadler**
> Sales and Marketing Director, Indago Digital

BETTER VISUAL REPORTING FOR CLIENTS.

Clients are benefitting from the rich visual reports generated by Tableau. Instead of needing to review hundreds of data rows in a spreadsheet they can quickly see how campaigns are performing and the results being achieved.

STREAMLINED INTERNAL WORKFLOWS.

Staff can more readily handle the increasing volume of new work being generated by the agency. Manual processes are being replaced by automated work-flows which means staff can spend more time designing and optimising campaigns rather than crunching numbers.

Working with MIP, the Indago Digital team continues to use the Alteryx and Tableau tools to enhance its levels of customer support.

"We are using Tableau to provide a clear dashboard for clients, making it easier for them to spot trends and relationships between different factors within a campaign", says Sadler. "They can quickly log into the dashboard where they see a single version of the truth."

Sadler says the Tableau platform has significant capabilities and the agency is really only scratching the surface of what can be achieved. He expects more benefits to flow during the next six months.

“It is also helping our clients to explain to their senior management the positive impact that digital marketing can have on their operations”, he says. “This is much more readily achieved when the data is in visual form.”

Sadler says the agency will continue to work with MIP to ensure maximum value is obtained from its new analysis and reporting platforms. “MIP’s deep technical knowledge and understanding of our business objectives makes them a very valuable partner”, he says.

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