

DATAiNTELLIGENCE

CAMPAIGN REPORTING

Brings **VALUE** from earned media.



WHAT IS IT?

Campaign Reporting is our solution that tracks performance for all paid, earned, and owned media KPIs (Key performance indicators) compared to previous campaigns.

WHY WOULD YOU NEED IT?

Our easy-to-use online platform integrates multiple data sources to evaluate communication performance.

OUTCOMES

- * Digital media budget optimization based on prior campaign learnings and real-time tracking of ongoing campaigns is crucial.
- * We maximized earned visibility and engagement.

CAMPAIGN REPORTING

CASE STUDY

Context

NN is a lead generation client focusing primarily on health and life insurance policies. The client is engaged in a multi-year growth strategy that translates into bigger lead volumes YoY at a lower CPL.

Challenge

In 2022 we had to deliver 100% in lead volumes with a -15% avg CPL.

Solution

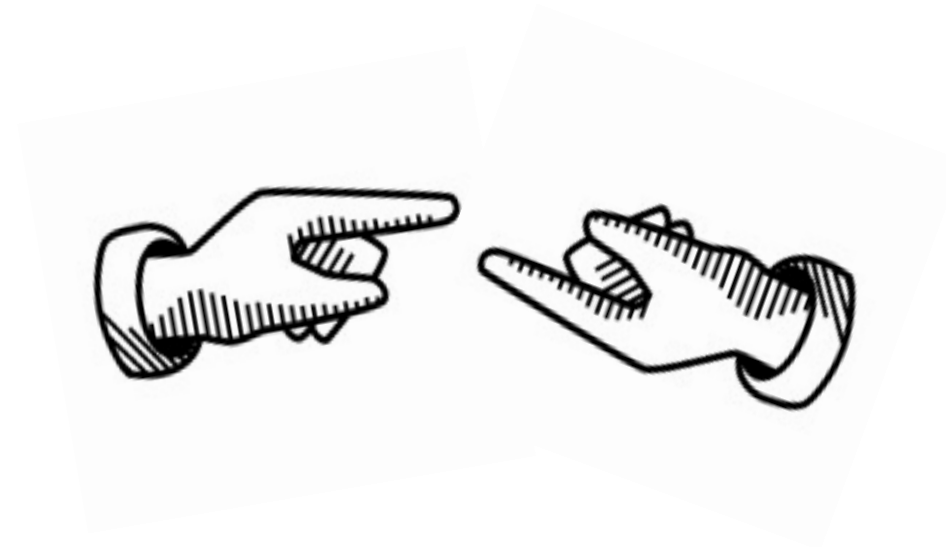
With our Campaign Reporting data board, we monitored the media performance weekly, granular by funnel stage, channel & campaign types, and audiences.

With the ability to have a bird's eye view and deep dive into precise campaign specifics, we relied on Campaign Reporting as an early warning system for real-time challenges and a customizable data repository to forecast quarterly trends.

Results

Despite facing a year of unexpected socio-political and economic context, we met the challenge and achieved our initial objectives. We obtained the lead objectives with a saving of 390k euro.

LET'S STAY IN



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