

Discovery Hub[®] reduces ad campaign reporting hours by 68%

Every two weeks, creative ad agency POSSIBLE faced a herculean task of reporting campaign results based on 10 different data sources, applying 20 different measures on 70+ products delivered by 100+ media partners.

A TimeXtender demo introduced POSSIBLE to Discovery Hub[®] solution that streamlined the complex source aggregation into actionable data. After a surprisingly fast implementation period, the "data munging" performed by POSSIBLE's analysts has now been reduced 68%.

Associate Director of Marketing Sciences at POSSIBLE, Harmony Crawford, refers to a Dilbert cartoon when trying to explain what it was like having her analysts spend an average of 35 hours each week just processing data before they could derive insights on media campaigns and give client recommendations. In the strip, Dilbert's colleague comes into the cubicle saying: "Can you check my spreadsheet for accuracy?" where Dilbert replies "It's an impenetrable jumble of poorly organized data with cryptic labels." "That's pretty much what our Excel sheets looked like. Multiple client entities, varying services and solutions, unending array of data sources, formats, platforms, reporting/dashboard and business needs. What we really needed was a data management solution that provided analysts and strategists with a process to manage multi-channel campaigns," says Harmony Crawford.

"Drag and drop SQL"

She wanted to build a data warehouse but feared the development time would make it very expensive – and SQL geniuses are hard to come by.

Crawford came across a demo of TimeXtender at a local software launch event in Seattle.

"I have been around the block enough to bring in a lot of skepticism of "free demos" knowing that they aren't always as slick in real life. But I was really surprised at how the demo mirrored what we were able to do. The solution was up and running very quickly, we did it with minimal developer resources. I call it "drag and drop SQL."

Before implementing TimeXtender Discovery Hub[®], a typical process would include running a query against a source system for results, for example, how an Adwords ad performed. A query was sent both to Adwords to get the click and impression rates and then another query to Google Analytics to find out how many page views, conversions, etc. the traffic from Adwords had generated. The performance reports would then be compiled in Excel, and results transformed and mapped to a dashboard

template. Each campaign execution required a time consuming manual process to cross reference, rename and categorize all the metrics into meaningful data.

"That's where the "TimeXtender magic" comes in. All our data acquisition and aggregation processes can now be automated, and the transformation rules written into the database build process."

That's where the "TimeXtender magic" comes in.

Harmony Crawford – Associate Director of Marketing Sciences at POSSIBLE



Getting the bigger picture

POSSIBLE is currently using TimeXtender's Data Warehouse solution on three different client projects with two more in the works. The ad agency leverages Excel, Tableau and Domo as front end reporting tools, but can integrate with clients' BI tools as well. Iterative enhancements to the data acquisition and categorization processes are next up on the innovation and improvement pipeline.

"Data Warehouse Automation was relatively unknown to me prior to learning about TimeXtender, but this has really turned out to be a big win for us. The fact that we can now get actionable data to analysts so much faster allows us to spend more time providing valuable insights to clients," says Crawford.





About TimeXtender

TimeXtender inspires quality business decisions with data, mind and heart. Because time matters. With Discovery Hub® by TimeXtender you achieve clarity sooner, make quality decisions faster and simplify your journey to compliance. Discovery Hub® creates an integrated platform by leveraging the power of automation to provide easy and agile access to well-governed and securely stored data. It allows for both speed and agility while delivering results faster and more affordably than other solutions. Business users get actionable insights, simplify the compliance journey and make quality decisions in less time. TimeXtender serves its customers, including Fortune 500, large-sized enterprises and mid-sized companies, through a global network of partners.

About POSSIBLE

POSSIBLE is a creative agency that cares about results by backing up every idea with real-world insights to create work that makes a difference – and makes a measurable impact.

With more than 1,300 employees around the globe, POSSIBLE brings results-driven digital solutions to some of the world's most dynamic brands, including Microsoft, Procter & Gamble, AT&T, Shell, and the Coca-Cola Company.

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