DATA VISUALIZATION TOOL ENABLES MARKETING TO RUN BY NUMBERS

CHALLENGE

NCR is run by the numbers and marketing struggled to do this in the past in an efficient way. The digital marketing operations team managed data and metrics for many different systems that help drive the "marketing funnel" such as Google analytics, Twitter, Facebook, LinkedIn and Eloqua. Pulling data from these systems was a manual effort requiring the delivery of spreadsheets and presentations on a periodic basis. Each system has unique metrics so we have to pull many different spreadsheets to provide the entire picture. Often the data prepared for quarterly or monthly presentations was out of date by the time it was formally presented. Industry marketing teams expressed an interest in having access to this data in visual format to enable real-time decision making. Data from digital marketing systems is often unstructured and report parameters change based on changes by the social media channel (i.e. Facebook can decide to change the type of data they make available via their application program interface or at any time.

ACTIONS

- Built a business case to purchase a cloud-based tool that allows us to import data into one central dashboard and create data visualizations that are easy for industry marketing teams to consume without having to learn each individual digital marketing application.
- Built out the structure for a dashboard for each division so that they can see data real time as well as a corporate dashboard to enable corporate decision makers to have a cross-divisional view.
- Built out consistent data and analytics for each division with some customizations as a starting point.
- Launched the tool to all divisions via webinar and training and provided them direct access to use the tool to meet their own needs.
- Phase One: Connected data sources such as LinkedIn, Twitter, Facebook, and Google Analytics
- Phase Two: Sold the tool as a means for Corporate Marketing to gain insight into social channels managed by regional marketing teams to gain insight into the company's total social presence. Also, incorporated complex systems such as Eloqua and SalesForce.com.
- Phase Three: Included data from other corporate marketing tools such as Cvent, ProWorkflow and Briefing Edge.

RESULTS

- Launch was well received by division marketing teams because they now have all data in one place with the ability to customize visualizations and share with leadership.
- One division in particular with a marketing operations point person embraced the system fully and asked that other corporate departments such as training and research input their data into the tool.
- Improved accuracy of data reporting by integrating DOMO with data sources directly instead of manually updating and emailing spreadsheets subject to human errors.
- Improved marketing's ability to be "run by the numbers" so that division marketing teams have access to data real time such as which web pages and driving the most leads.
- Saved more than $100,000 per year in manual labor by automating the data reporting process to divisions.

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CONNECTING THE DOTS