



NOVA EXPRESSÃO

Optimising marketing campaigns and automating processes



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Nova Expressão is Portugal's largest media agency, with about 30 years' market experience. Its core focus is on managing and optimising advertising campaigns for national and international clients; basically buying and selling advertising space. The company is present in both digital and traditional media.

In digital media, it guarantees the implementation and management of awareness and performance campaigns, based on programmatic buying, and placing display and video ads with national and international publishers. Social media channels and email marketing, among others, are part of the various strategies it utilises according to clients' objectives.

On the traditional media side, television, radio, press, outdoor and cinema are used most often. These solutions have evolved as a result of experience, constantly monitoring the market, the digitalisation of traditional media and analysis of the latest international trends.

## The Challenge

Nova Expressão's challenge is constantly monitoring the evolution of campaigns, optimising, measuring and constantly gauging their impact; taking into account that there is a large **dispersion** and **disparity** of data between traditional and digital media, which forces the existence of several manual processes to extract and analyse the data associated with these campaigns.

The campaign KPIs vary between platforms and it is necessary to **standardise** and combine the data to reach a **single vision**.

There are many products on the market that try to solve these problems, however, many of them offer solutions that fall short of the necessary requirements. They often primarily focus on digital media data.

One example is the need to be able to connect to a wide range of data sources generated by paid media campaigns and have the ability to cross-reference customer-owned media with **high volumes** of data. To do this, it is essential to have an Analytics tool that can demonstrate and incorporate forecasting results.

## The Solution

The solution XpandIT implemented allows both Nova Expressão's internal team and its clients to access information from **digital** marketing campaigns and traditional media in a simplified way, allowing them to optimise marketing campaigns more effectively.



Data integration is performed through Pentaho Data Integration, which automates and simplifies processes, communicating between the various systems and aggregating all the different media data sources with different APIs, each with their own specificity, in a standardised way. Its great versatility of integration between platforms is thanks to the configuration capacity being highly extensible, allowing specific integrations to be carried out without requiring code development, which is potentially more difficult to maintain.

**Existing offers in the marketing data integration market are generally very focused on the digital component. But tailored processes are necessary for traditional media management, and Pentaho Data Integration, with its diversity of available steps, fulfils this need perfectly.**

With data integrated into a unified format, it is possible to create knowledge. Using Tableau, this process is carried out in an agile, appealing way for the end user, democratising **access to data in near real time**, anywhere in the world, via a cloud platform.



## Technology



Tableau is an analytics platform that provides users with complete, secure, flexible data analysis and extremely appealing dashboards. The platform stands out for being extremely intuitive, even in the process of exploration and creation of analyses, thus being within everyone's reach, namely the users whose data is being analysed, allowing for greater autonomy of these teams.



Pentaho Data Integration assumes the role of a dynamic platform for obtaining and manipulating data in an unlimited way, thanks to its extensibility. It allows organisations to uniformly create graphic data flows in the same place, automate ETL scheduling, cross-reference data and create data models, enabling the generation of accessible, relevant information for end users.

## Benefits

The main benefits of this solution were the **automation** and **parallelisation** of processes, with respective **reductions in human error**, **acceleration** obtaining data from hours to minutes and **reduction of the top-down operational effort**, that is, from management to the developers. In addition, there was an increase in data quality.

From the analytical point of view, there was also the impressive ability to correlate between different data sources and their **interpretation**. "It's one thing to have eye-catching charts, and quite another to draw insights; and Tableau has the granularity and ability to mirror and combine the most **accurate information**." This enabled the solution to handle more complex challenges and easily scale the volume of data used, without losing on **speed**.

The solution also facilitates the use of **attribution models** and **predictive models** to foster data-driven campaign planning, obtaining insights and learnings with more assertiveness and a more granular basis. It benefits our clients and aids a **more detailed understanding** of Nova Expressão's **business operations**, **efficiency**, **ROI** and **typical campaign behaviours**, providing **greater critical analysis** and **improved results**.

It also diversifies and differentiates Nova Expressão's offerings and services, boosting process automation, leveraging continuous improvement, affirming the company's market position and helping make it increasingly competitive.

“ It is important to point out that having an agile team is key. Able to execute, learn about the business quickly, advise and understand how to leverage technological knowhow to create a winning solution that contains many specifics. Launching alerts in a timely manner, overcoming obstacles, all in an excellent way. ”

João Neves  
Digital Development Director



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