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SUCCESS CASE

havas media group

Analytics and the importance of campaign performance

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Havas Media Group is the media division of the global marketing and communication group Havas.

As a media agency, it provides various services to a range of clients and its main activity is managing 360º advertising campaigns across all platforms (digital channels, such as social networks, Google, display, video, client websites, radio, television, newspapers and magazines).

Challenge

Havas' Media Group business involves managing all its clients' campaigns, with the primary objective of achieving the best possible results.

The campaigns managed by Havas' Media Group are divided between **branding and performance**, and for the latter, monitoring daily results are crucial.

Closely monitoring the campaign's evolution facilitates the making of necessary adjustments to boost results and, simultaneously, giving **visibility to the results achieved** as early as possible during the process, communicating with the respective clients in a visual, simple, assertive manner.

In addition, every client has specific requirements, and it is important to adapt the process both in the collection of information and in the production of dashboards for visualisation.

- The challenge was therefore to **implement a Business Intelligence platform** to analyse campaigns, with an external component dedicated to communication with customers, and an internal component to improve performance and optimise processes.
- To do this, it was necessary to consolidate information from the various types of media on a daily basis and make it available in an immediate and appealing way.
- This entire project was developed by the DBi team – the Data Business Intelligence team, a consultant for Havas's Media Group, specialised in Data and Business Growth Consulting.

Solution

Tableau, a Business Intelligence analytics platform, was implemented, allowing Havas teams to gain total autonomy over the preparation of visualisations, always maintaining a very appealing visual component adjusted for each client.

The implemented platform is completely segregated by client, and **for each client there is an internal and an external component**. Each Havas team has a range of clients for which it is responsible, and each one has its specific accesses to the platform.

Internal component

These teams use the internal aspect for the personalised monitoring of campaigns (the fact that the information is systematised **allows for the review and optimisation of internal processes, namely invoicing and planning, thus reducing the associated effort**).

External component

In the external component, all the customers have immediate access to a basic dashboard for monitoring campaigns. This option is possible because the information is systematised in the same way for all customers, so that providing this dashboard is very simple.

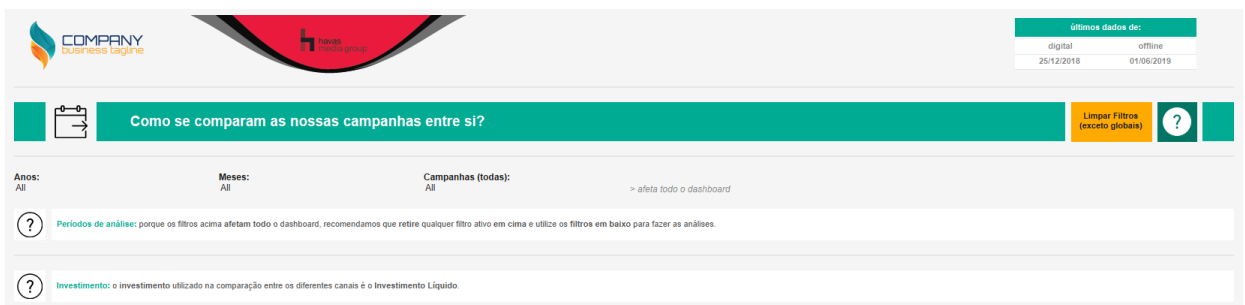
In addition, systematisation makes it possible to gather data globally in an anonymous way, making it possible to establish a benchmark with average performance per campaign type, support or format, which is extremely useful to complement the benchmark for each client, especially in situations where there is no history.

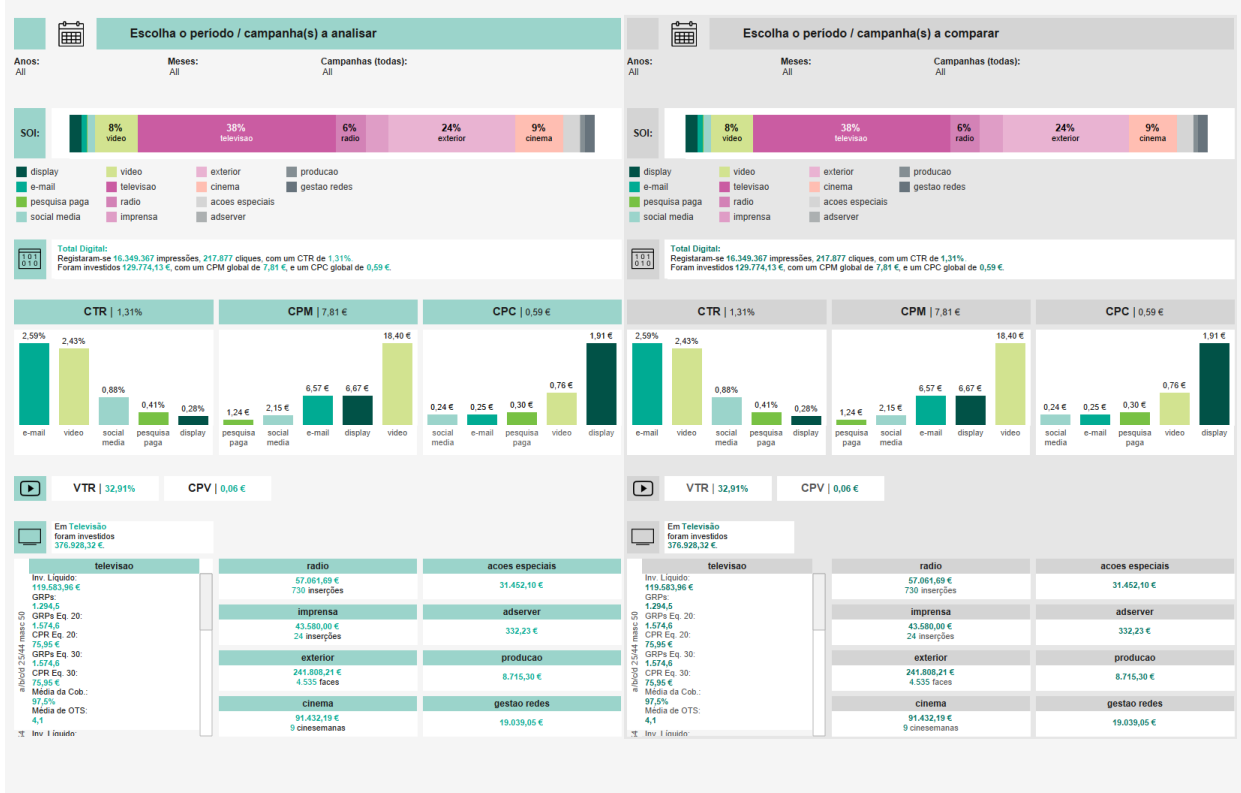
Gathering data from all campaigns and media made it possible to establish a benchmark bringing greater value to the analysis provided to customers

The Datorama platform has been selected by the Havas group for support with automated data collection for digital campaigns.

The integration with Tableau was therefore carried out using the export of data from Datorama, with these processes being carried out through Tableau Prep, which enabled the **Havas/DBi team to have total autonomy** over adjusting business rules, even at the data processing level.

For the external component, it is possible to complement the base dashboard with specific information for each client, or even customise projects to create specific dashboards. This solution is only feasible due to the autonomy that the DBi team has over data management and dashboard creation. The fact that we have this flexibility allows us to focus our efforts on the specificity of each client.





Technology

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

Tableau Prep is the data transformation component within the Tableau platform that enables business users to directly deploy processes in a streamlined way.

Datorama is a cloud platform that allows the centralisation of digital marketing information.

Benefits

Improved communication with customers

Process optimisation

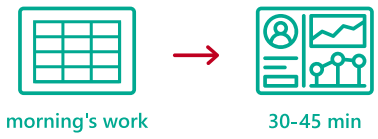
- The availability of information that allows the analysis of the campaign services provided is essential to communicate with customers.
  This solution has revolutionised this communication, allowing complex data to be transmitted visually and easier to analyse. This way, the customer has 24 hours/7 days a week access to reports via the web with a daily data update

- The introduction of new insights, namely the ability to benchmark, making analyses richer

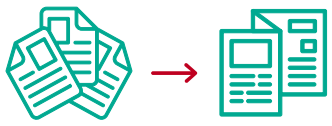
- Reduction in reporting time, allowing time to be used to give more insights to clients – which is Havas' goal

- This systematisation of the data triggered a review of internal processes and their optimisation, making them more automated and faster, namely in terms of invoicing, planning and preparation of campaigns annual reports.
  A group of best practices was also created, and the impact went beyond the reporting area

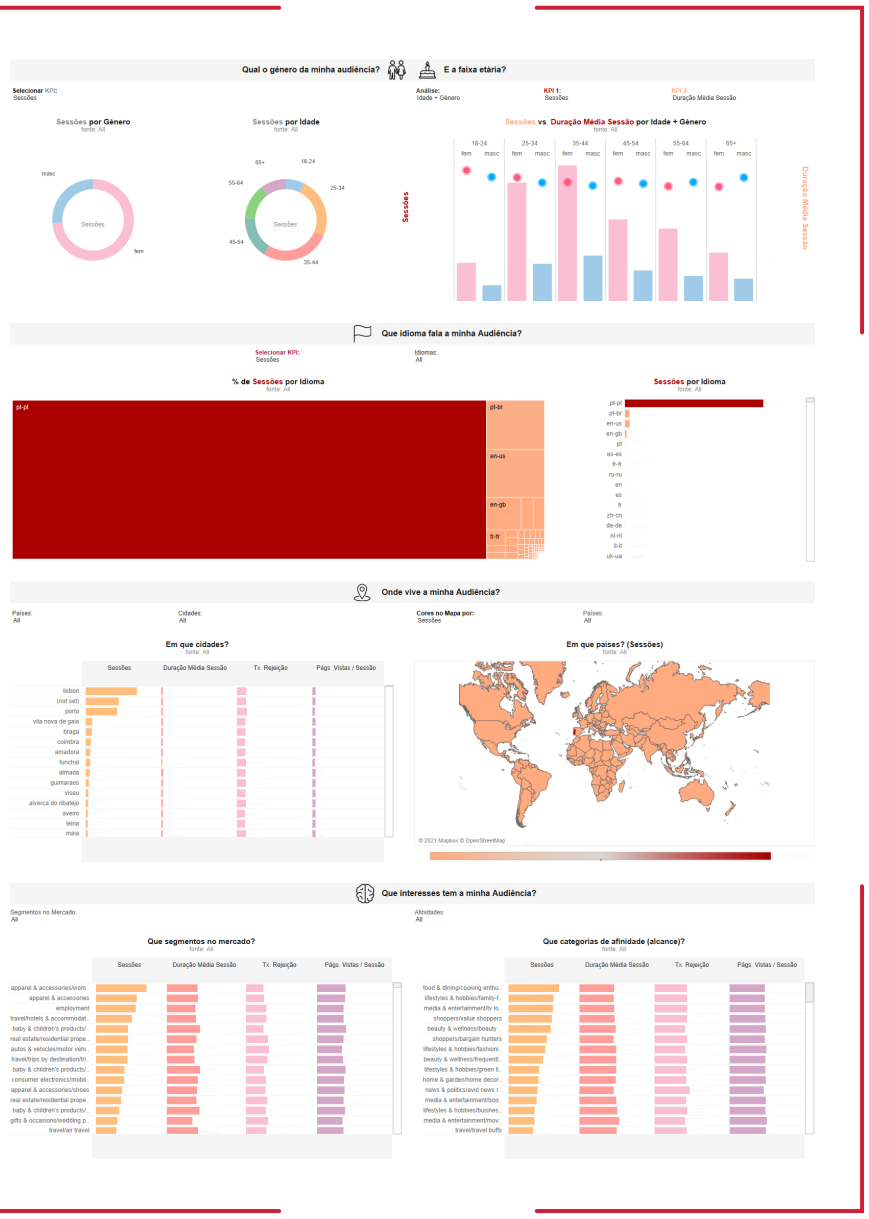
Autonomy over tailoring analyses to clients



- Using Tableau Prep allows the analysis team to manage data transformation processes and adjust business rules without the intervention of technical teams.



- The ease of changing and building new dashboards with specific business rules allows us to adapt to the needs of the most demanding customers



Xpand IT has given us technical support, namely in terms of setup, training and clarification of doubts.

Furthermore, whenever clients pose more complex challenges, they provide advice and put us in the right direction, allowing us to take on these challenges with even more confidence.

Rui Belona
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