

Marketing Analytics Implementation Case Study

Challenges

The client struggled to measure the real impact of their marketing campaigns across multiple platforms, leading to inefficient spend and unclear ROI.

Solution

We integrated GA4, Facebook Pixel, and CRM data into a unified, real-time analytics dashboard. This setup enabled campaign-level insights, attribution tracking, and optimization recommendations — all easily accessible via mobile and desktop.

Key Actions

Data Integration: Unified GA4, Meta Pixel, and CRM data into a single dashboard for comprehensive campaign insights.

Event Tracking: Implemented tracking for key user actions like add-to-cart, form submissions, and purchases to monitor engagement effectively.

Custom Dashboards: Developed tailored dashboards highlighting essential KPIs aligned with business objectives for informed decision-making.

Automated Reporting: Established scheduled weekly and monthly reports via Looker Studio, ensuring timely and consistent performance updates.

Data Accuracy Audits: Conducted regular audits to validate data integrity, ensuring reliable and accurate reporting.



Results

- 3x improvement in campaign optimization efficiency
- 20% uplift in ROAS (Return on Ad Spend)
- Real-time decision-making capability