Customized dashboards increase reporting efficiency and measure campaign performance

THE CLIENT

KPMG international operates as a network of member firms offering audit, tax and advisory services. KPMG member firms can be found in 156 countries. Collectively they employ more than 152,000 people across a range of disciplines.

THE PROBLEM

• The production of monthly and quarterly reports was a time consuming process as the data had to be gathered from different pages.

• There was the need for quick data inspection for specific cases, like a periodic check of the behavior of mobile users.

• KPMG has different media partners and advertises on several web sites, but could not track the visits and conversions, for the different visit sources.

THE SOLUTION

• Amazee Metrics constructed several customized dashboards, based on the business requirements provided by KPMG.

• Every dashboard is focused on a specific department and makes it easy to acquire actionable insights.

• The monthly reporting process also became easier, as the figures are all displayed in a specialized "Report" dashboard.

• We developed a custom tracking mechanism for every campaign partner, and track specific user actions.

• With this setup in hand it is now possible to create customized dashboards for every campaign where the data for every source can be displayed

THE RESULTS

• The campaign tracking allows KPMG to better evaluate its partnerships and comprehend not only the overall performance of a campaign, but also the contribution of different marketing channels, like Social Media, Newsletter, Banner Advertising, Search Engine Optimization.

• The most important figures are all displayed on the same dashboard, so it is easier to create the monthly and quarterly reports.

• There are instant insights about the most important KPIs that facilitate the decision making process.