

Helping track impact on a 100 million dollar advertising campaign - *McQueen Analytics*

Project Information

Situation

Measuring real impact on a massive year long country-wide multimillion dollar campaign can be tricky. Abundance of information and reporting tools can mislead management in the wrong direction wasting resources and lowering the chances of reaching the campaign goal.

Impact

With multiple stakeholders in place and a enormous budgets things could go wrong very quickly, McQueen Analytics, an experienced data science company, knew this very well. Having only a few months to prepare before launch, McQueen Analytics needed an efficient tool to track, display and communicate campaign impact accross millions of americans.

The Challenge

Hundred million rows of data, multiple data sources, files and formats were added to the mix. Speed and clarity was a must, at the end of the day campaign's main investor wanted a story to be told and not just numbers.

McQueen Analytics trusted Code1osophy to build their "dream tool" , an online interactive dashboard, where stakeholders and campaign managers could rely to get updated information about campaign performance on people. The tracking tool also included multiple data source integrations such as Google Analytics, Youtube, Google Drive and more as well as multi-file import capabilities.

The solution

The Results

In the first quarter after launch, the campaign hit more than 20 million americans. The tool became a centralized point of intelligence for decision making helping measure opinion and agreement. McQueen and thee campaign are now doubling investment, adding more technology and improving capabilities.