

CASE STUDY

Large Pharmaceutical Gains Significant Insight into Digital Marketing Performance with Liaison's Web Analytics Platform



A key Liaison pharmaceutical customer approached Liaison with a desire to improve tracking of their digital marketing campaign effectiveness. The company was looking for a solution that would provide a unified view of their global web analytics data across a variety of digital assets such as web sites, banner advertising and social media.

The Challenge

With marketing campaign metrics and clickstream data coming from a multitude of diverse analytics platforms (e.g. Google Analytics, Facebook Insights, YouTube, etc.), the company had no cohesive way to analyze the data as a whole. Their only recourse for obtaining this data was to visit the metric provider sites individually or to request a report from their marketing agency.

A solution to consolidate all these campaign metrics into a single unified view was sorely needed for business intelligence decision-making. Through consolidation, the company would be able to compare effectiveness data as a whole with defined key performance indicators (KPIs).

However, in establishing a global, consolidated and automated reporting and analysis service hub, the customer was also concerned about the rapidly evolving analytics technology space. The solution approach would need to protect and scale the initial investment and provide a future proofed path forward to leverage the best of rapidly evolving technologies such as big data.

The Solution

The customer selected Liaison because it could provide the differentiated value of faster time to market and flexibility by leveraging its multi-tenant preexisting and configurable services. In addition, the scalable solution design offered the future proofed path the client was looking for to eliminate the obsolescence risk associated with rapidly evolving technology advances.

The end result was a Liaison solution that seamlessly captures data from seven web analytics providers and harmonizes it into a single data model for access and analysis via a thin web application dashboard. Built as a platform as a service solution, it enabled our pharmaceutical client to dramatically increase the speed and agility in which valuable information is delivered across the business, while maintaining a high level of user confidence in its accuracy.

Quick Facts

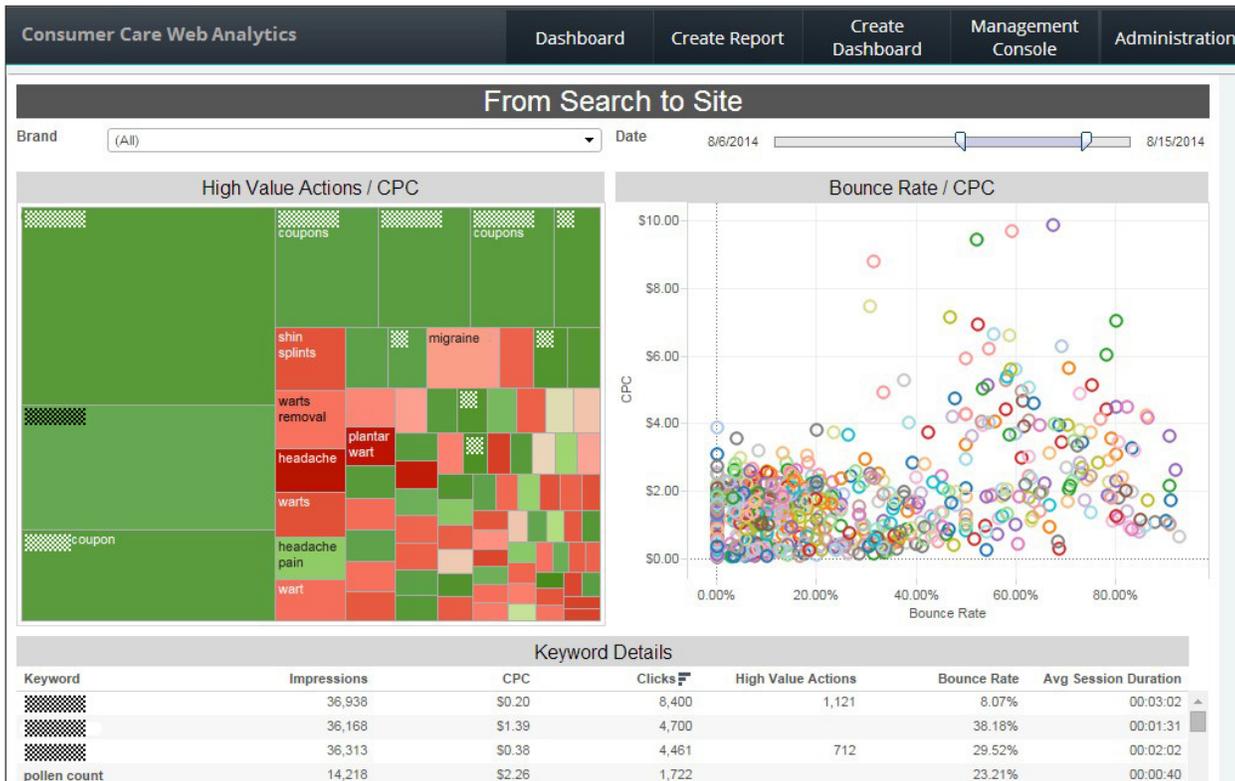
Industry

Pharmaceutical
& Life Science

Sales & Marketing

Liaison Solution

Liaison Healthcare's
Cloud-based Web Analytics
Dashboard and Data
Integration Platform



On the Server Side: Capturing and Harmonizing Analytics Data

Liaison’s solution retrieves data from seven web analytics providers:

- Atlas Solutions by Facebook
- Bing Ads
- Facebook Insights
- Google Adwords
- Google Analytics
- Google DoubleClick
- YouTube

Each provider offers an application programming interface (API) that Liaison interfaces with in order to retrieve the disparate data points each provider offers. These data points can be broken down into two primary types: metrics and dimensions. Metrics consist of the actual data (e.g. numbers of likes, views, clicks, impressions, subscribers, etc.). Dimensions are categorical variables that provide attribute filters on the metrics. The data points retrieved are already in an aggregate form, but Liaison’s harmonization solution builds yet another layer of aggregation to enable insight across all of the organization’s digital assets.

On the Client Side: the Dashboard

All retrieved analytics data is available for access from Liaison’s client-facing dashboard. This dashboard supports considerable functionality, allowing users to run reports; create custom data filters and views; build graphs and tables; and import and export analytics data. By providing one easy central point of access to all analytics, the dashboard allows for metrics analysis across all brands and regions for unprecedented insight into campaign performance.

Customer Benefits

Immediately, Liaison’s customer gained greater visibility of their customer’s buying power and what products resonated in which regions. With such detail at their fingertips, they were able to focus marketing dollars on initiatives that generated actual revenue, while reducing overall marketing dollars spent due to improved targeting of potential customers.