



CASE STUDY ECOMMERCE AD SPEND

PROJECT GOAL

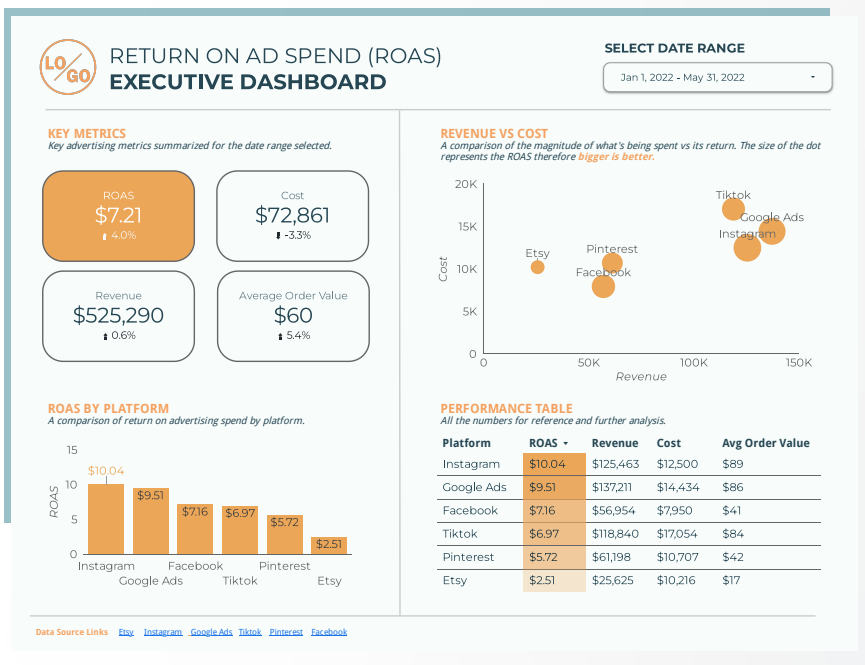
Create a single dashboard to analyze and **compare digital marketing performance data across 8 digital marketing platforms** in order to proactively manage advertising spend.



SERVICES

Complete the LV5D process to define, design, dataprep, develop and deliver a fully-functioning dashboard with reference and reuse documentation.

DELIVERABLES AND RESULTS



The LiftedViz team worked within our LV5D project framework in order to understand and evolve the report requirements. With our stakeholders, we identified the key business questions, the audience, intended use, and more. We documented it all down to the specific data that was required from each data source. We sketched the proposed dashboard solution, validated with our stakeholders, and developed a simple and elegant Data Studio dashboard to tell the data story: **Which social ad platforms performed best?**

ACTIONS NOW SUPPORTED BY THE DASHBOARD

Gain visibility into how all the platforms are performing

Prioritize platforms to analyze or review at a deeper level

Increase efficiency in allocating marketing budget based on history

Increase spend on platforms that are performing well

Decrease spend on platforms that are performing poorly

Decrease time (dramatically) to review performance of each platform

CONTACT US

info@liftedviz.com | www.liftedviz.com