

Custom Dashboard for a Subscription Publisher

The Challenge

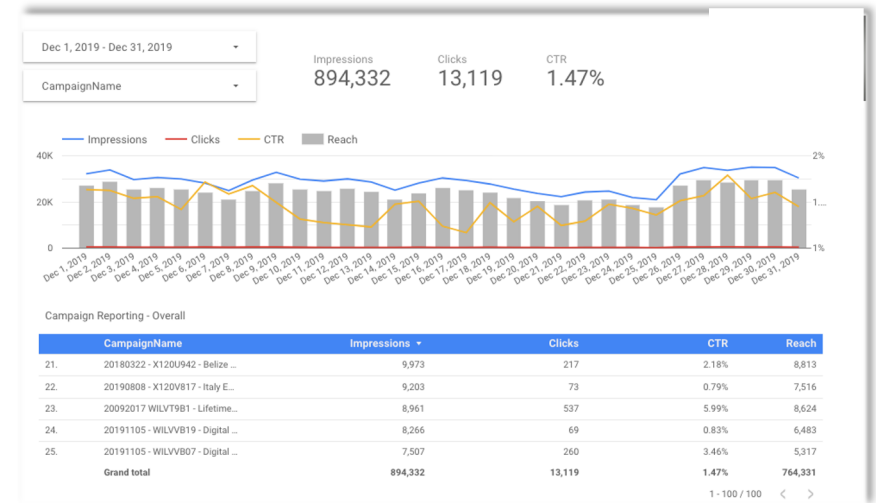
Customer Data Platforms can offer valuable functionality around recognizing a user in order to deliver personalized content. However, many CDPs lack basic reporting that marketers need to evaluate success – even for activations that are triggered by the CDP. Our client, a leading subscription publisher, delivered dozens of personalized modals on their sites without a way to measure the impact these modals were having.

Solution

- Actable built a nimble data warehouse in order to feed raw data from the CDP into a data visualization platform. This included metrics like
 - Impressions
 - Reach
 - Clicks
 - CTR
- Actable also built an attribution set of orders that resulted from the personalized modals. And made the data easily exportable to Excel or CSV, allowing the client to perform custom analysis as required.

Results

- The client now has improved visibility into marketing performance from their site personalization. Site personalization has become a core tactic in their digital marketing efforts.



Campaign Reporting - Overall

CampaignName	Impressions	Clicks	CTR	Reach
52. 20191002-X120U622-Website ...	2,835	443	15.63%	2,513
53. 20190808 - X120V800 - France ...	2,778	31	1.12%	2,413
54. 20191004-X120VA25-Website ...	2,719	282	10.37%	2,213
55. 20190814 - YILV701 - Main Sit...	2,593	53	2.04%	2,213
56. 20180807 - X120U801 - RREI G...	2,581	54	2.09%	2,013
Grand total	894,332	13,119	1.47%	764,331

Campaign Reporting - By Day

CampaignName	Date	Impressions	Clicks	CTR	Reach
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