



Business Challenges and Objectives

- The client's project entailed the following key points:
 - Implementation of an Information Delivery System to monitor and analyze the expenses allocated to digital advertising campaigns and the resultant revenue they generated.
 - Overcoming the complexity of their data extraction process, which involved extracting and processing data from various heterogeneous sources.
 - Establishing a single, authoritative source of data for calculating E-Commerce Media Spend.
 - Addressing additional challenges, including controlling rising costs, reducing technological complexities, and ensuring the system can easily scale and support future growth.

Client

- Our client is an American manufacturer, marketer, and distributor of consumer and commercial products with an extensive portfolio of brands. They employ over 30,000 people globally with a distribution network that caters to the world.

Industry

- E-Commerce

Function

- Marketing

Technology

- Cloud Services



The Solution

- The TekLink Team's achievements included:
 - Establishing centralized data access in Azure Landscape, integrating Adverity's pre-built connectors for various digital channels.
 - Ensuring a dependable Marketing Data Model for strategic decision-making.
 - Leveraging Azure Data Factory, Azure Databricks, PowerBI, and many other tools to enhance scalability and efficiency.



Outcomes and Benefits

- Streamlined and automated the data extraction process, significantly saving time and resources.
- Designed appealing and interactive marketing dashboards, providing dynamic, data-driven insights for business users.
- Facilitated enhanced processes and the implementation of targeted marketing strategies.
- Realized cost reductions and increased trackable leads, yielding a higher return on investment for the client.