




From Fragmented Data to Focused Strategies: Revolutionizing Digital Marketing with Power BI

 +1-302-498-8332

 www.corientbs.com

Introduction

A company's Digital Marketing & Social Media team faced challenges in monitoring and analyzing their campaigns. They sought a unified solution to gain insights into budget utilization, lead generation, and key performance indicators (KPIs) for both social media and digital marketing efforts. Corient Business Solutions developed customized Power BI reports to address their needs, enabling data-driven decisions and optimized campaign strategies.

The Problem?

- Inability to track budget utilization and ROI across multiple campaigns and platforms.
- Limited insights into KPIs like keyword rankings, engagement metrics, and audience growth.
- Fragmented data sources, making it challenging to consolidate information and analyze performance effectively.

Corient Solution

1. Social Media Report:

- Tracked budget allocation and utilization against campaigns.
- Measured leads generated and impressions received per utilized budget.
- Monitored platform-specific KPIs such as LinkedIn followers, Instagram engagement, and Facebook visits.

2. Digital Marketing Report:

- Analyzed keyword rankings, search volume, and backlinks created.
- Monitored leads generated through digital marketing efforts.
- Provided insights into keyword strategies by tracking performance trends over time.



**The best accountants
are the architects of
financial legacies.**

– Laura Anderson



Challenges Faced

- **Data Fragmentation:**

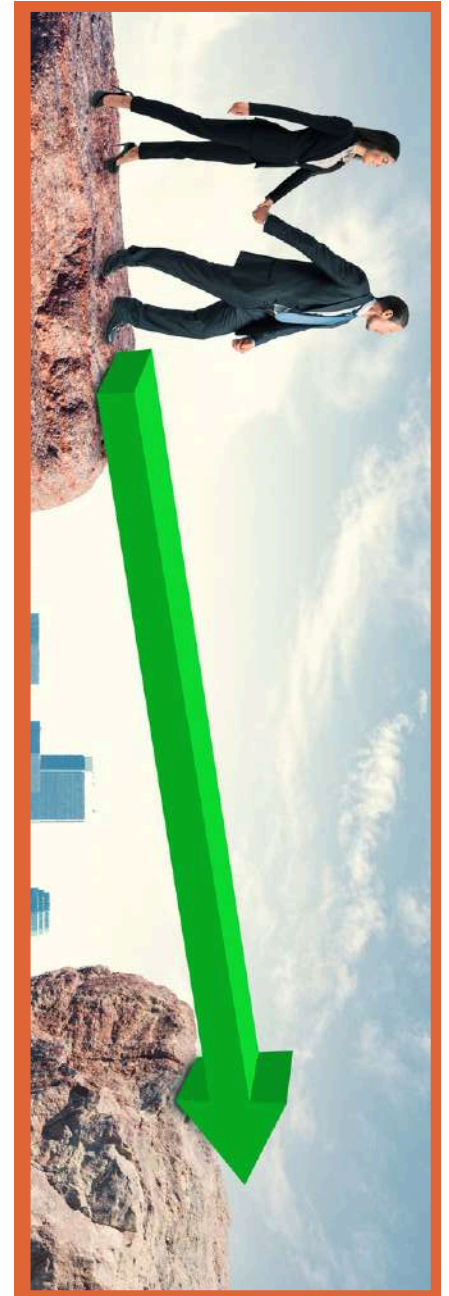
Consolidating data from multiple platforms like Google Analytics, social media platforms, and SEO tools.

- **Dynamic Metrics:**

Adjusting for evolving KPIs and campaign goals that demanded flexible reporting solutions.

Overcoming the Challenges

- Integrated data from diverse sources using Power Query and APIs for seamless reporting.
- Designed modular and adaptable Power BI dashboards to accommodate changing KPIs and objectives.
- Implemented dynamic filters for granular analysis of budget utilization and performance metrics.



“
Behind every good
business is a great
accountant.

– Anonymous
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Result Achieved

1. Provided comprehensive insights into budget utilization and ROI for social media campaigns.
2. Enabled real-time tracking of keyword rankings and SEO performance.
3. Enhanced visibility into audience engagement, driving more effective campaign strategies.

Conclusion



Corient's tailored Power BI solution empowered the Digital Marketing & Social Media team to optimize campaign spending, improve decision-making, and boost audience engagement. By providing actionable insights and real-time performance tracking, the company achieved strategic alignment across all digital and social media marketing efforts.



The road to success and the road to failure are almost exactly the same.

– Colin R. Davis

