

Media 8 Transforms Campaign Analysis, Expands Channels with Fast and Flexible BIRT Solution

Industry: Media and Advertising Services

Media 8 is a digital marketing agency headquartered in Miami that specializes in the US Hispanic and Latin American markets. Clients include Sony, General Mills, Hertz, Starwood, Estee Lauder and other Fortune 500 brands.

Customer-facing business and campaign analysts work with account teams to develop strategy, and execute and optimize media initiatives across various markets and digital platforms.

Challenge

- Need for a robust front end to extract and illuminate insights from existing data warehouse
- Eliminate time wasted on manual input and management. Use time and manpower for deep analysis and optimization
- Fast, flexible solution with scheduled and on-demand functions
- Expand access to multiple data sources, including display, search and social media feeds

"All stakeholders, both internal teams and external clients and partners, have quicker and more concise access to the entire view of expenditure activity and investments, making informed decisions that help identify trends and increase performance."

- John Santiago, Co-Founder Media 8

Solution

- Leveraged in-house Java expertise using a web-centric report writer
- Selected BIRT iServer and design, deployment and viewing tools from Actuate
- BIRT Exchange and BIRT community activity have proven invaluable
- More than 25 scheduled reports provided to campaign analysts, account managers, media planners and database administrators, plus ad hoc, interactive usage

Benefits

- Aggregation and analysis: many more data sources now available, including Google AdWords, Twitter feeds, Atlas Solutions and DoubleClick—and with much faster access and turnaround. Analyst performance and morale have risen, along with rapid insight and analysis into data
- Transformation through certainty: uniform look and feel; dependable, near tamper-proof, scalable structure; fresh, reliable data available overnight or in real time
- New channels: rapid access to more marketing data sources offers new capabilities, revenue opportunities with existing and new clients



BIRT interactive analysis and concise view of campaigns have boosted morale, performance and insight