

Global Agency

The Company is the global leader in digital advertising solutions with 285 offices in over 80 countries worldwide. It has 18,000+ employees and works with national and multinational advertisers in all industries to help them effectively communicate with their target audiences.

Business Opportunity

The Company has grown at a tremendous rate over the years. With hundreds of offices worldwide, it needed consistent and maintainable metrics and definitions across the global organization. Additionally, it wanted to provide advertisers with individualized, value-added insights from their respective ad campaigns. Objectives were to:

- Have consistent metrics and definitions across a worldwide network of agencies and sub-agencies
- Provide individualized, value-added insights to advertisers
- Scale analytics with current IT resources with end-user self-service data analytics

Technical Challenges

- Complexity of global and local disparate data sources
- Replace IBM-Cognos while augmenting Tableau and Excel

Results / Outcomes

- Consistent data and metrics across a global agency network
- Self-service analytics enabled users to provide clients with individualized, value-added insights

Why Birst?

- Birst's Networked BI capabilities provide data interconnectivity for global network of agencies
- Easy-to-use front end and back-end data management – all in one platform
- Open Client Interface for Tableau and Excel users
- True self-service data blending capabilities



CHALLENGE -

Consistent metrics and definitions across global agency worldwide

RESULTS -

