

JustEggs Digital is an Australian Digital Marketing Agency that is responsible for helping 100+ well-known brands grow across the region by creating relevant and well-targeted digital ads that ensure optimal marketing budget utilization.

Challenges

Because of huge data scattered across different platforms such as Celtra, LifeSight, The Trade Desk, manual collection & reporting processes, the company faces difficulty sharing data more efficiently within the teams and the clients.

All these issues presented the company with opportunities to improve the following;

- Teams' productivity
- Company's overall growth and scalability
- Human errors minimization
- Seamless analytics user experiences
- Efficient reporting process

Our Approach

After thoroughly studying the company's dynamics, processes, and data flow, it was concluded that Custom Dashboards, Data Warehouse, and a Web Application can help the company to;

- Extract, accumulate, comprehend, and share data with the internal teams and the clients.
- Monitor overall progress from different marketing tools and platforms (refreshed daily).
- Drive different campaigns against set KPIs (individually).
- Manage data and report access for clients,
- Share automated progress and performance reports.

Results

- At least 2 hours weekly is saved from manual work.
- Enabled their clients to access dashboards on-demand using the client portal.
- JustEggs' high-paced workflow stays on track and secure.
- New data digital products have speed up their operational processes.
- Improve user experience for their clients and internal teams.
- Drive more meaningful and actionable insights.

"What we like most is that there's always a solution that we could actually talk about, and manage. It's getting to a point now where we're really happy with the team and what we're able to produce."