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SweetSpot & Martha Stewart

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Challenges

Content, video and social media reporting needs are spiralling out of control across a myriad of first and third-party properties. Stakeholders at various levels are requesting different metrics and yet expecting to be able to speak the same language and work as a team.

Additionally, there is growing need for TV-compatible dashboards that allow content managers to monitor the ongoing performance of their assets.

Prior efforts to unify digital data collection, storage and analysis under an all-encompassing Business Intelligence program have consistently failed.

Solution

REPORT AUTOMATION

- Direct API connections to Adobe Analytics, Ad Server (DFP), YouTube and Facebook
- Push system through mobile apps, scheduled email reports in PDF and PPTX
- Bulk upload of Goals and pre-defined normalization across cross-source dimensions

END USERS IN CONTROL

- Power Users trained in the Sweetspot Academy
- Users able to define new metrics and dashboards
- Full customization of web-based dashboards and PPTX exports

DIGITAL MEASUREMENT FRAMEWORK

- Assistance in the definition of KPIs and Scorecards for digital media and video
- Hierarchical reporting structures
- Digital Insight Management features

Other Clients



The Boston Globe

FAST@MPANY

Telefonica



Inc.



BBVA



PHILIPS