



# Analytics Refresh



# Market Analysis

51%

Maximizing Gains Through KPI Reassessment

40%

Do not integrate their Return on Ad Spend data with web analytics

61%

Encounters obstacles in establishing a unified data strategy

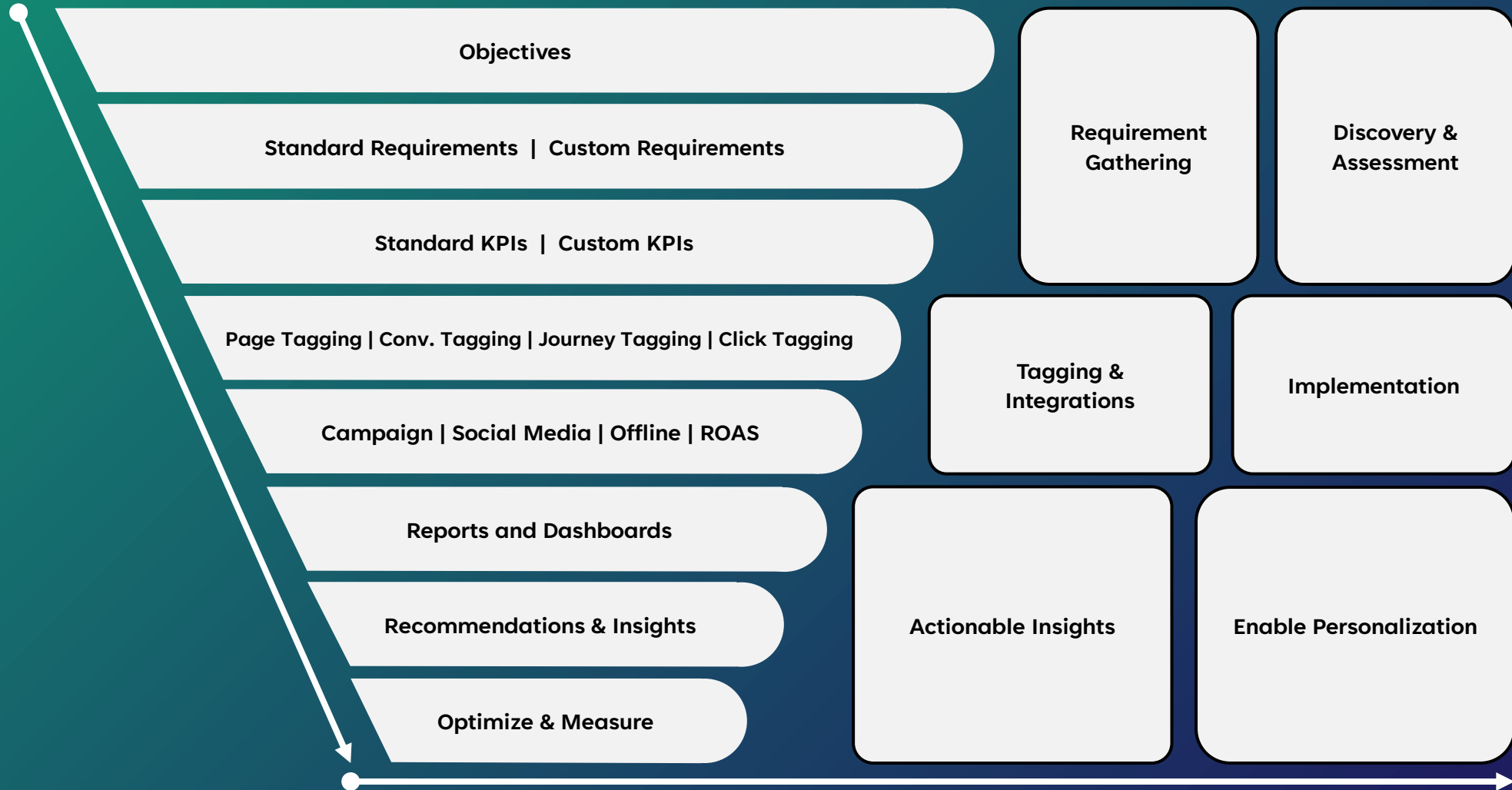
30%

Fail to adjust budgets due to inadequate campaign measurement

## Introspective

- Do you know that revisiting website KPIs tracked in Analytics is a good practice to be done every 2-3 years?
- Do you know where to allocate budget for your campaigns? Does your analytics clearly indicate this?
- Are you able to identify which agencies provide the highest ROI for your campaigns and are they receiving proper credit for conversions?
- Do you have a single unified analytics dashboard for everything, or do you need to refer to various reports for each requirement?
- Do you focus on interpreting the story behind the numbers in your reports? Are you able to derive actionable insights from your analytics reports?
- How effectively are you measuring ROAS (Return on Ad Spend) using your web analytics data?

# Wipro CoE Approach to Analytics



# What we delivered/Case Studies

**An American multinational manufacturer and marketer of home appliances**

Implemented a unified analytics dashboard for Whirlpool across two regions spanning 10 countries, resulting in a 30% reduction in reporting time and a 25% increase in data accuracy. This centralized solution streamlined decision-making processes and improved operational efficiency company-wide.

**A major banking organization in the U.S.**

By revisiting KPIs for US Bank, we optimized performance metrics, resulting in a 20% increase in customer acquisition and a 15% improvement in customer retention. Proposing a roadmap for web SDK implementation with Adobe Experience Platform (AEP) ensured enhanced data integration & personalized customer experiences, driving significant business growth & operational efficiency.

**A major health insurer in the U.S.**

In collaboration with UHG, we measured campaign effectiveness, delivering actionable insights that optimized their marketing strategy. By reallocating budgets based on our analysis, we achieved a 25% increase in ROI and a 30% reduction in customer acquisition costs, enhancing overall marketing performance and profitability.

# Analytics Refresh Approach

Phase	Steps	Deliverables
Discovery	Define or revisit KPIs	Documented KPIs
	Translate KPIs into requirements	Requirements Document
	Prioritize KPIs: crawl, walk, run	Prioritized KPI List
	Design analytics based on objectives	Analytics Design Document
Data Collection	Establish campaign tracking structure	Tracking Structure Blueprint
	Set ROAS baseline before tagging	ROAS Baseline Report
	Clear communication with documentation	Communication Plan
	Document campaign tracking details	Tracking Details Document
	Discuss ad spend and conversions	Ad Spend and Conversion Report
	Communicate credit methods with agencies	Credit Methods Guide
	Implement and track metadata for assets	Metadata Implementation Report
	Capture messaging and content consumption	Messaging and Content Report
	Collect web and customer analytics	Analytics Data Collection Report
Reports and Insights	Integrate web analytics with campaign data	Integrated Analytics Report
	Present unified data view to units	Unified Data Presentation
	Translate data into insights	Insights Report
	Share insights with marketing team	Shared Insights Document
Actions to Increase ROI	Deliver analytics value add	Analytics Value Add Report
	Increase ROI and ROAS	ROI and ROAS Improvement Plan



Thank  
you

