

Case Study

Providing Fuel for Enterprise Decision-Making Engines

Providing **clarity and structure** to marketing automation
campaign performance via customized dashboard and
dynamic report development **outside Eloqua Insight**





LogDMS in a nutshell

“Our business was born as a response to this on-going knowledge sharing.

*It all comes down to how we manage to articulate very **technical aspects** of what we do in a way that clients easily understand. Solutions and best-practice processes often come in handy right off the shelf, but when we **customize** or build from scratch, we feel it really makes a difference. It's **rewarding** not just for our clients, but for us too.”*

- Catalin, **Co-Founder & MarTech Consultant**



Challenges

- The **complexity of large-scale** reporting
- Untailored, **generic reporting** solutions
- **Scattered data** and disorganized data sources
- **3rd party** dependencies on information provision
- **Poorly visualized** data
- Overly simplified or **irrelevant data**

Results

- Fully **customizable reporting** solutions comprising **clear, structured dashboards**
- Holistic, **multiple-source database**, dynamically updated
- Business requirements assessment
- Clear **data visualization**
- Strict yet flexible data **processing rules**



Samples

Some examples of our custom-tailored workarounds and reporting solutions:



Quarterly Business Review

Indicates the overall performance achieved through all marketing automation activities



Audience Overlap Report

The intersection between audiences subscribed to various email campaigns.



Subscribers By Source Overview

Generates an overview of each source that generates contacts across a selected timespan



Page Tag Breakdown Workaround

Identifies whether new contacts generated via various sources are known for our client (pre-existing users whose contact information or tracking cookie data is available) or they are unknown (altogether new)



Samples



Clean-Up Report

Reactive or proactive type of report, that focuses on identifying redundant campaign assets, material, and data against any specific requirements



Differentiate Form Submissions Workaround

Distinguishes performance for each webinar form against another and compares these by any chosen field within the forms themselves. Assesses performance for each campaign by comparing unique fields, reducing configuration efforts substantially, by not creating new Custom Data Objects



Deliverability Dashboard

Identifies what assets or campaigns create high bounce rates or issues in delivering emails, risking damage to the IP reputation

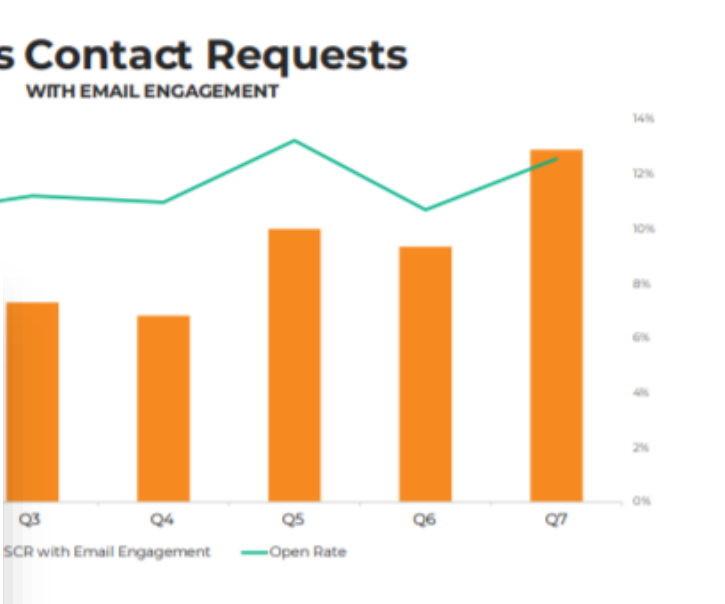
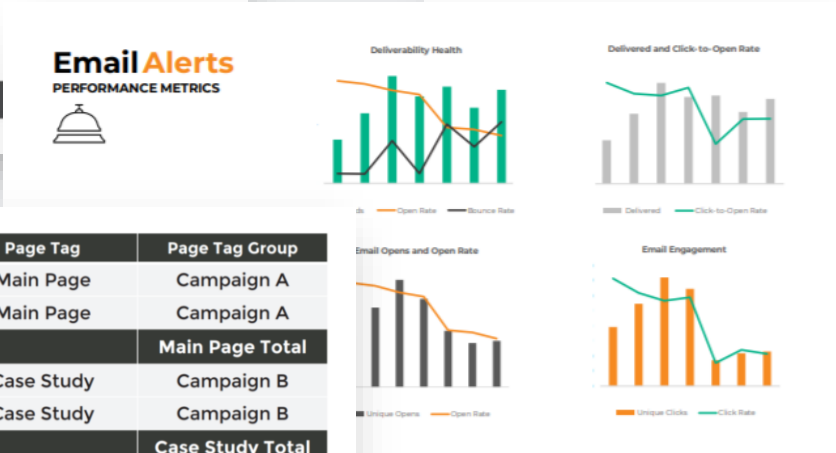
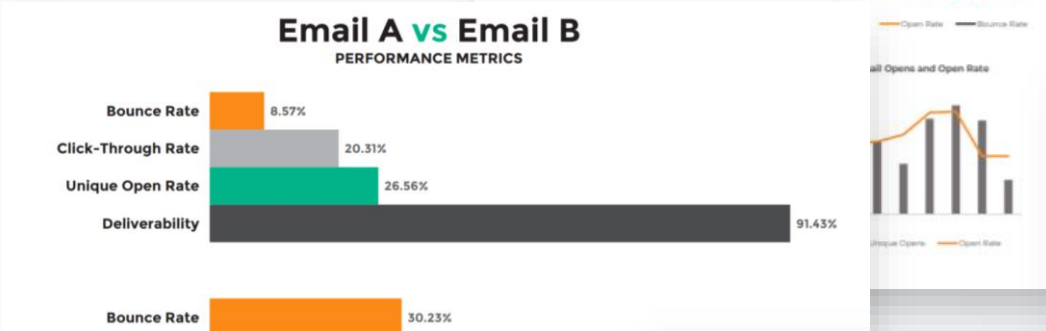
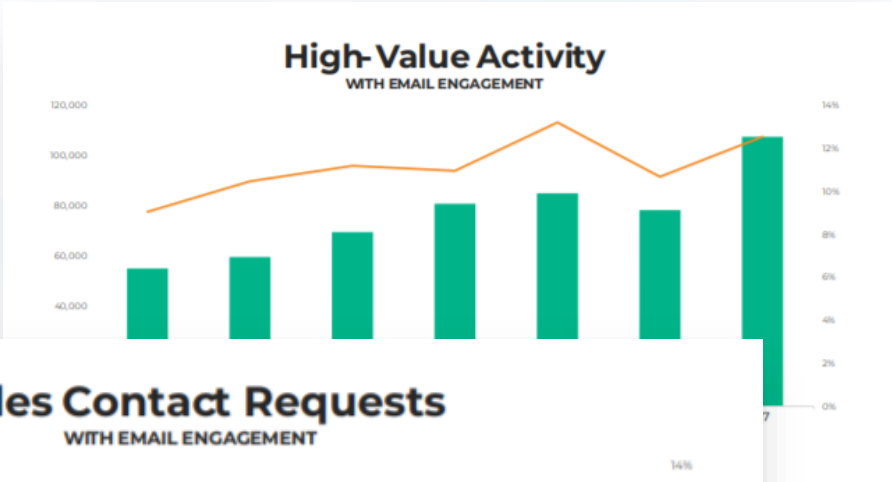
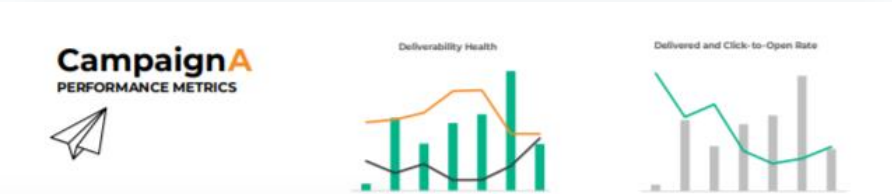


Unsubscribe Reason Review

Text analysis of written answers provided in open fields in the Preference Centre upon decision of unsubscribing



Dashboards



Total Visits	Total Visitors	Visitors Type	Page Tag	Page Tag Group
350	290	Known	Main Page	Campaign A
720	610	Unknown	Main Page	Campaign A
1070	1000			Main Page Total
1260	1120	Known	Case Study	Campaign B
990	880	Unknown	Case Study	Campaign B
2250	2000			Case Study Total



Our client



Location

California, USA



Company size

10,000+ employees

Industry

Information Technology



Want to know more?

Access the **14-page extended Case Study** for all the details behind our technical solutions.



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