



SUCCESS STORY:

TOP ADVERTISING AGENCY

Marketing used to be a game of creative intuition and gut instinct. But the power of data analytics has changed the game. Now, when a top advertising agency decides to invest millions of dollars in a new advertising campaign for a leading car manufacture the guessing is gone.

Thanks to a new intelligent visualization dashboard built by DSI using unstructured and streaming data to understand market sentiment and predict future buying patterns. A major car manufacturing company is now able to take advantage of advanced analytics delivered by Microsoft's Power BI, Azure, Azure Data Factory and SQL Azure.

A top advertising agency DSI works with noticed that a lot of the information that could help them run better marketing campaigns was on the internet, locked in various silos, or available for purchase from industry databases. Information such as:

- "Likes", "Comments" and "Shares" on Facebook pages
- YouTube viral videos from competitors
- Spikes and dips in industry data

In an effort to innovate and think bigger they began to ask questions. What if they could harness everything? What if they could use their internal sales information, external sales numbers, social media metrics from Facebook, YouTube, Twitter and other platforms? And what if they could understand what messaging were triggering buying patterns in their potential buyers by understanding how their campaigns and their competitor's campaigns evoked a response to get people to buy?

"When we first met with our client and began to understand their vision we really got excited. They wanted to do some things that frankly, even hadn't done before but we were delighted to put all of the elements of Microsoft business intelligence to the test."

Earvin Venzant, Director,
Project Management, DSI

DSI Delivers a Modernistic Dashboard Solution that Combines Azure, Power BI, Azure Data Factory, .NET and SQL Server

DSI combined powerful MSFT technologies to create a highly customizable, flexible and high performance dashboard solution that ensured their client could keep their fingers on the pulse of just about everything going on in the automotive industry – both inside and outside of their organization.

“Their new visualization tool sources from instances of media and advertising data including Facebook and Twitter. There are multiple disparate data sources – both proprietary and with a huge focus on social media,” added Venzant.

DSI combined their measurement tools and multiple databases into a single easy to use platform.

“We automated the majority of the sources and pulled them into an unstructured repository using Azure Data Factory. We have designed a set of intake rules around APIs and then used Power BI to build a powerful data visualization layer to present the dashboard. It is highly interactive tool delivering amazing market intelligence” Venzant.

One of the new metrics available with this solution is product sentiments. That is the “sentiment” that specific products or campaigns evoke from the population. DSI’s client is able to understand how buyers are reacting emotionally by utilizing the activity across multiple social platforms. Validation and verification are established by marrying sentiment with industry sales.

Part of what the top advertising agency is doing now is hypothesizing as to what data points might correlate to one another, this tool is allowing them to test those hypothesizes. They are learning with the tool and are discovering that x variable doesn’t always move at the same pace as y variable but that maybe z correlates better. These are often measures that have been difficult if not impossible to put together before

Using a powerful combination of Microsoft technologies, DSI created a highly customizable, flexible and high performance dashboard solution that ensured their client could keep their fingers on the pulse of just about everything related to their industry.



A Market Shift of Only One or Two Percent Equals Millions in Sales

In the automotive industry, the market is already allocated. When advertising has a big impact, it is typically only shifting the needle by a couple of percent. But that one-two percent translates to millions of dollars in automobile sales.

A great campaign often only happens once every couple of years, with this solution, the predictive nature has changed that. DSI's client will be able to use sentiment to test, try and succeed at better advertising.

For DSI's client, they are now able to help their client in the automotive industry better spend advertising money in a more effective manner by directing their spending to the right media platforms. The visualization tool relies on balanced correlation numbers that use standard deviations to normalize the data and apply better predictive intelligence. The savings for DSI's client are seeing now relates to increased productivity because of tool automation and share ability, they expect it to annualized to 15-20% over the next year.

"We are really pushing Microsoft to the max," concluded Venzant. *"We rely on an extended Azure subscription and all of the Master Data Management capabilities for matching and cleansing. It is very advanced and gives our client a complete leg-up on their competitors."*

DSI's client is now planning to resell this tool to other automotive divisions around the globe.



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