

Transforming campaign performance tracking with automation

Client

A multinational corporation, that manufactures, markets, and sells a wide variety of beverages

Company Size

69,000+ employees

Location

Global

Featured Partners



The client struggled with manual and time-consuming processes for campaign performance tracking, which relied heavily on Excel files and regional workloads. These inefficiencies limited the ability of managers to gain timely insights and slowed down decision-making.

Marlabs implemented automated data processes and streamlined analytics solutions using Azure SQL, Power BI, and semantic data models. This solution reduced manual workloads; improved accuracy; and delivered real-time, user-friendly reporting tailored to regional needs. The initiative empowered teams across multiple regions to make faster, data-driven decisions while reducing reliance on operations teams.

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“I appreciated the collaboration with Marlabs and will remain as a strong supporter of the services rendered by them, not only for the Data Domain but for the whole delivery of the IT services stack.”

--Global Senior Director of Platform Services

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Intelligent
Automation



Advanced
Analytics



Digital Product
Engineering



Cloud
Engineering

The Challenge: Manual processes slowed down campaign performance tracking



Objective: Create automated, real-time reporting for campaign analytics across regions.



Existing Issues: Manual reliance on Excel and fragmented processes led to inefficiencies and heavy workloads.



Solution Needed: Automated data extraction, semantic data models, and user-friendly reporting tools.



Outcome: Streamlined reporting, reduced manual work, and empowered teams with real-time analytics.



The client relied on manual data collection and cumbersome reporting processes, which created delays and inefficiencies in campaign performance tracking. Managers lacked the tools to access real-time insights, limiting effectiveness across regions.

The Solution: Building an automated data & analytics system for campaign performance

Marlabs created a fully automated solution to replace manual reporting by integrating advanced data models, automation, and reporting tools. The approach enhanced accuracy, reduced effort, and ensured that managers could access real-time insights across all regions.

Phase 1: Data Extraction & Automation

We automated data extraction from internal financial systems to reduce manual collection.

Workstreams:

- SQL data extraction
- Data automation design
- Workflow setup

Phase 2: Semantic Data Modeling & Transformation

Our team built semantic data models in Azure SQL to deliver user-specific and regional analytics.

Workstreams:

- Semantic data modeling
- Transformation logic
- Metadata configuration

Phase 3: Reporting Development & Customization

The team developed Power BI reports tailored to campaign performance and business requirements.

Workstreams:

- Power BI dashboard design
- Custom report development
- Regional requirements mapping

Phase 4: Regional Rollout & Enablement

Marlabs implemented automated reporting and provided tools across four regions for consistent adoption.

Workstreams:

- Regional deployment
- User enablement
- Change management

Services and Technologies Used:

Services:

- Data Strategy
- Advanced Analytics
- Digital Product Engineering
- Cloud Engineering
- Intelligent Automation

Technologies:

- Azure SQL
- Semantic Data Models
- Power BI Automation

The Results: Impact on the client organization

The automated campaign analytics solution transformed the client's performance tracking by reducing manual reporting and delivering real-time insights. It empowered managers across Europe, LATAM, North America, and Asia Pacific to access accurate, self-service reports tailored to their regions. The project demonstrated how automation and data strategy can improve efficiency and enhance collaboration.



Enhanced Global Reach: The solution supported four regions with streamlined reporting.



Empowered Teams: Self-service Power BI tools enabled decision-making at every level.



Improved Efficiency: Automation significantly reduced manual reporting workloads.



Stronger Collaboration: Consistent data and reporting improved alignment across teams.



Real-Time Insights: Managers gained timely access to campaign performance data.



Reduced Dependencies: Operations teams were no longer burdened with repetitive reporting tasks.