

# Analytics

Leading Global Petfood Company



## CLIENT BACKGROUND

Large CPG Client  
Heavy investment in Agency Keywords  
Ensure Value  
Ensure Rapid Metric Updates in actionable UE



## CHALLENGES

No current system to analyze keyword utilization in copy assets  
Limited Resources to manually assess



## SOLUTION

Embedded computed property assessing copy elements  
Updates as Keywords update



## OUTCOME

Ability to update and trigger work based on metric goals  
Count, % utilization, Unique Keywords #, frequency of occurrence