



Flexible Data Management

# Enables Sitewire to Deliver

## Rapid, Detailed Reporting

**Client:** Sitewire is a **digital-services agency** that builds campaigns across media for a wide range of brands. The firm specializes in strategy, social media, influencer marketing, search, media, development, analytics, and business insights. **Sitewire works alongside its clients to build campaign ideas by combining strategy with business insights.** The ability to access first- and third-party data that helps with reporting for clients is critical to ensuring Sitewire has full capability to build strong and up-to-date campaigns for the brands it serves.

The abundance of data across multiple platforms combined with the explosive growth of social media has required a new approach to the building of brands' marketing experiences. Digital agencies have to be able to both gather all of those forms of data and manage the data so as to produce strong, incisive reports for their clients.

Progressive digital agencies are looking not only at the tools and technologies that help them build reports but also at the back-end knowledge that helps them manage their data and quickly overcome any challenges that could hinder their ability to serve clients by building strong and differentiated brand campaigns.

## Think

To help its clients decide on how best to invest their advertising budgets, Sitewire needed visualization capabilities that would enable the firm to build reports that were both visually powerful and strong on data. At the same time, they needed rigorous data management to aggregate the information in order to ensure that the gathered data was reliable and accurate.

To support their third-party visualization tool, Sitewire needed:



An internal data warehouse and migration of data to the warehouse.



Fast data aggregation that would facilitate immediate use of the data.

## Information Partners

Sitewire needed a partner to help the firm manage that vital data migration, to help it gather and map the data, and to manage data challenges as they arose.



Back-end software and support to maintain the environment in which the data is stored.



Support to manage data cleanliness so as to reduce errors in building reports.

## Plan

Sitewire needed a partner to help the firm manage that vital data migration, to help it gather and map the data, and to manage data challenges as they arose. Sitewire turned to Theorem, and in the past three years of their partnership, Sitewire and Theorem have built a strong relationship. Sitewire has trusted Theorem's expertise in pulling and aggregating data, as well as in the areas of quality assurance and problem solving.

The partnership enables Sitewire to:

- Focus on building reports for the brands it serves while leaving back-end data management to Theorem
- Leverage Theorem to manage the data warehouse, including the selection of back-end software
- Trust that data has been verified and errors corrected so reports are accurate and reflect the campaign performance metrics their clients expect

## Do

Sitewire turned to Theorem to help develop a custom data management solution. Theorem's comprehensive and flexible offering frees Sitewire to focus on its core competencies and deliver value to its clients, including:

- Building better communications with the brands Sitewire serves
- Delivering high-value, high-impact reports to clients
- Managing budgets and resources while tapping a trusted knowledge basis

## Impact

The relationship between Theorem and Sitewire evolved as the client's needs changed. For instance, by adapting its data management services, Theorem responded to new needs and challenges Sitewire faced. That flexibility, combined with the global expertise Theorem offers, gives Sitewire peace of mind by creating a level of trust in the data Sitewire uses for building client reports.

Sitewire is able to:

- Quickly create detailed, accurate reports for the many brands it serves
- Use data—drawn from paid media, social media, and site analytics—to provide its clients with strong and actionable insights that lead to the success of various brand campaigns
- Turn to a trusted partner for troubleshooting of all aspects related to data management



## Dig Deeper

By adapting its data management services, Theorem responded to new needs and challenges Sitewire faced.



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Theorem delivers a full range of flexible, tailored solutions to help organizations cost effectively and efficiently manage digital marketing initiatives across the entire digital landscape. We enable rapid activation of programs through a model that leverages domain specialists, digital best practices and a deep digital track record. Theorem optimizes digital programs by seeing the full picture—getting clients on the right path and overcoming all obstacles along the way. For more information, visit us at [www.theoreminc.net](http://www.theoreminc.net)