Client: Gamut, the newest brand in the Cox Media Group family, is a digital media service company that serves agencies and publishers, programmatically and direct. Gamut’s services align planning, research, inventory, and execution into a single smart service offering. With advanced technology and human understanding, Gamut excels at identifying areas of each client’s business ripe for automation, and inserting the right solution to complement and inform their entire strategy.

Gamut is differentiated by the high quality of service it provides clients. Its media strategists and digital sales teams depend on having timely and accurate information so they can plan and optimize campaigns, keep clients informed, and offer the high-touch service clients have come to expect.

Client-facing account executives are supported by a sales analytics team that delivers the campaign performance information those executives need. To provide marketing analytics, the sales analysts used to follow a largely manual process whereby they:

- Determined what to analyze so as to deliver against the request
- Pulled data from a variety of sources
- Built complex spreadsheets
- Created charts to more easily interpret data. Each request was tackled individually and the output e-mailed to the relevant Gamut account executive, who would then communicate the findings or current performance status to the client

Sales analytics leadership realized the company needed a better process to support the business as it grew. They began a search for tools and service providers that could help simplify and automate the campaign analytics effort.
Theorem

www.theoreminc.net

Tailored Approach

Theorem Analytics™ provided a services-driven model to support Gamut’s implementation—and ongoing—data needs.

Think

After evaluating a number of potential solutions, Gamut selected Theorem as its service provider and Theorem Analytics™ as its analytics solution. Theorem Analytics cost-effectively met many of the challenges Gamut was facing: it offered a central repository for data, easy customization to meet Gamut’s individual needs, and the ability to change rapidly as client needs changed.

In addition to Theorem Analytics’ technical capabilities, Gamut needed access to real-time information and ways of visualizing data so it could share campaign performance with its clients. Theorem Analytics provided a services-driven model to support Gamut’s implementation—and ongoing—data needs, drawing on deep data management expertise and experienced data specialists who work alongside Gamut to aggregate and prepare the data the firm needs.

Theorem Analytics can combine disparate data sources into one central repository so that users can easily and efficiently mine actionable information from the data. For Gamut that meant there could be one single access point that contained all of the data needed from the 18 different data sources the analyst team was using. Plus, Theorem data specialists update Theorem Analytics data repository every day with the latest information from each data source and prepare reporting that seamlessly delivers near-real-time analytics and visualization to Gamut.

Ease of customization was also an immensely important factor in Gamut’s selection of Theorem Analytics. Gamut’s sales analytics team needed to be able to draw from dozens of key performance indicators and hundreds of metrics in ways that were meaningful to both internal and external clients. And because the way Gamut thinks about data is a defining part of the firm’s brand, the tool also had to represent data in a way that was consistent with Gamut’s point of view.

- Theorem’s technology enables Gamut to customize charts and report panes to a far greater degree than could other solutions Gamut evaluated. Other solutions enabled the customer to select placement of predefined options within an established report format, but changes outside that scope required custom development, which would have had to be implemented as part of a structured software release schedule.

- Theorem Analytics can accommodate changes much more flexibly—and in near real-time. It easily supports super users in the ability to drag and drop content to make a report real-time.

- It supports extensive customization of standard reports, thereby enabling Gamut to establish custom—but routine—reporting for the diversity of its client needs. That aspect was very important to Gamut given the velocity of change in today’s digital marketing landscape and the firm’s desire to tailor and personalize its individual-client needs.
Two Three

Gamut and Theorem worked together to implement in less than six months Gamut’s new analytics technology and support services. Gamut also needed the tool to be capable of assigning different key performance indicators (KPIs) and metrics to each of hundreds of campaigns and thousands of line items in process and display campaign analytics based on the selected KPIs.

It was clear that the sales analytics team would not be able to scale its support for the business if it had to communicate its needs for each and every campaign. Together Theorem and Gamut devised an automated solution whereby Gamut transmits a daily file that contains the information for the hundreds of campaigns. Theorem’s dedicated data team receives the automated feed and easily aggregates it into Theorem’s back-office process to create a scalable solution.

If a campaign manager changes the KPI for a line item, the automated daily feed sends that update to Theorem. Theorem recognizes a change has occurred and retroactively recalculates the KPI, and the report gets seamlessly updated the next time it is produced. If, for some reason, a problem arises with one of the many data sources Theorem receives daily, Theorem—via a report portal—notifies users of the impact on their reports, thus eliminating any possible confusion. Once the issue has been resolved, KPIs and reports are retroactively updated with current information.

Further, because clients sometimes use different data sources than Gamut uses, Gamut felt it was important to report the data that matters most to the client. Theorem combines the client’s preferred data with Gamut’s data to produce reports that are familiar to the client yet enhanced by new insights and visualizations. Such a custom approach aligns with Gamut’s internal processes, and as a result, Theorem’s product and services represent a much better solution for Gamut.

Today Gamut’s sales account executives have easy access to the reports they need to do mid- and post campaign reporting and to provide personalized service. Gamut also has the option to give its clients log-in information so they can access their own reports on demand.

Looking forward, Theorem is providing a solid foundation on which Gamut will be able to expand its analytics base. For example, by means of the current solution, Gamut is now collecting benchmarking data that will enable it to understand and predict performance at a deep category- and placement-specific level. Gamut is also well positioned to take advantage of new ways of visualizing data—a key capability as mobile digital campaigns evolve.

Plan

Gamut needed a solution that was scalable so we teamed with Theorem to give us custom capabilities that worked with our data and processes. As a result, they made it a much better product for Gamut. In almost every case, my need is addressed quickly and without issue. I can’t ask for better service than that.”

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Do

Gamut’s new analytics solution greatly simplifies—and speeds up—the campaign analytics process. Analyst time that was once consumed in the creation of pivot tables in spreadsheets is now spent generating insights from data. Sales representatives no longer have to wait for an analyst to respond to their requests; they can know immediately how a digital campaign is performing simply by logging in to Theorem Analytics and glancing at campaign data presented in an easily consumable format.

That ability to stay informed in real time, combined with the freeing up of more analyst time to generate insights, helps Gamut provide a higher level of customer service. As a firm that is grounded in applying a human understanding to data, Gamut has become better able to fulfill that promise.