



**ENRICHING
BUSINESS
INTELLIGENCE
ARCHITECTURE
THROUGH
DIGITAL
DATA
STORES.**



**Beauty
Brand**

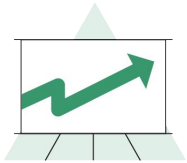
GOALS



Enriching corporate Business Intelligence (BI) architecture through digital data



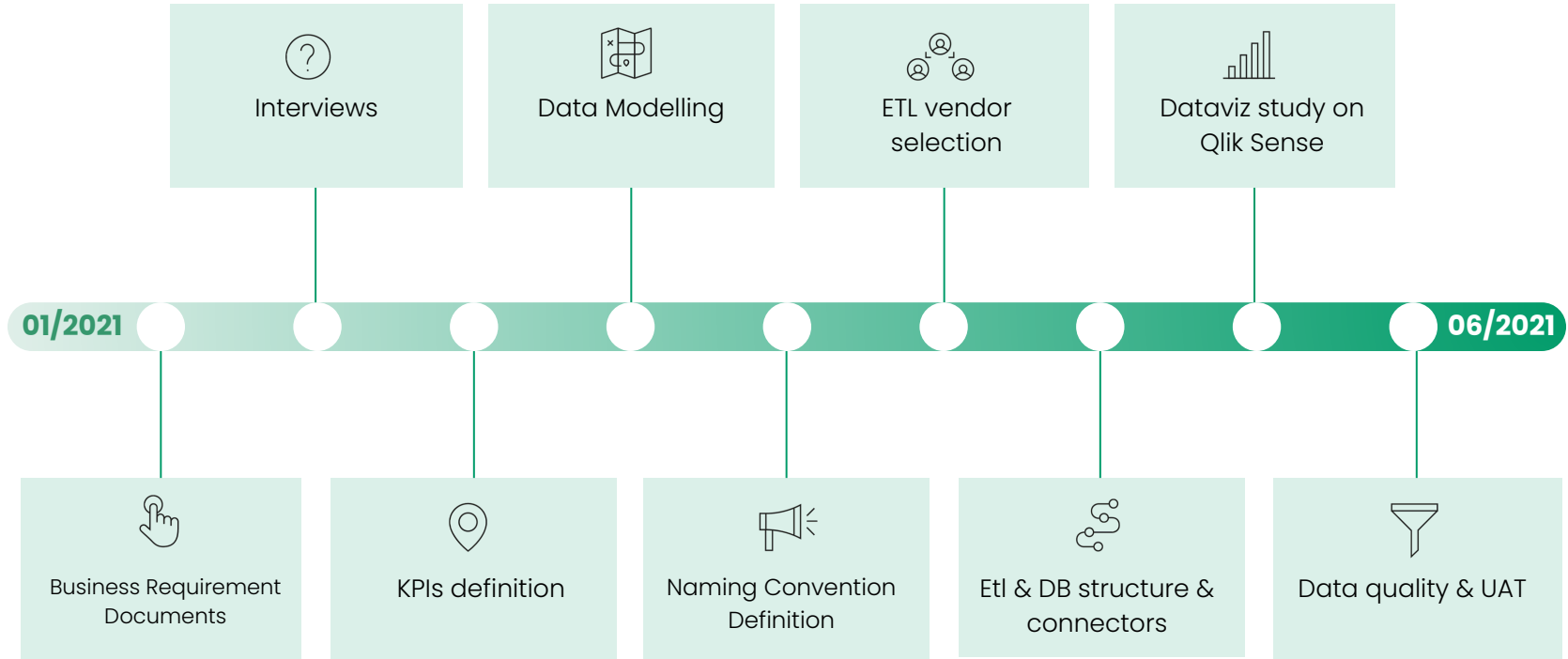
Analyzing digital property performance and online marketing activities embedded into the corporate BI



Optimizing marketing campaigns through a data-driven approach integrated within corporate data



OUR APPROACH



KEY WINS

GOALS

- 1** Enriching corporate Business Intelligence architecture through digital data
- 2** Analyzing digital and online marketing performance embedded into the corporate BI
- 3** Optimizing marketing campaigns through a data-driven approach integrated within corporate data



RESULTS

Identification of the **ETL tool** through **vendor selection** to combine company data with digital ones, being able to monitor the different digital KPIs by crossing them with the offline ones

Creation of dashboards, with a focus on **the results of marketing activities** to support the analysis

Creation of a digitalized BI, with real-time business data, able to support marketing choices and campaign management

**WANT TO LEARN
MORE?
LET'S TALK :)**

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