CASE STUDY

Looker Studio as One Stop for All Advertising Platform Performance

SHOEBACCA

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UNLEASH THE POWER OF DATA

About The Business

Shoebacca is a lifestyle that everyone can be a part of. Founded in 2002 on the principals of philanthropy and community. Texas-based company that offers one of the largest assortments of footwear and apparel, a perfect fit for all.

The company is committed to providing its customers with a convenient and hassle-free shopping experience, with free shipping and returns and a 110% price match guarantee.

The Challenge

The client requested us to keep one link to view all the information available about the performance of the campaigns running across all the marketing platforms like Google Ads, Facebook Ads, Pinterest Ads, Criteo Ads, Bing Ads along with analytics platform data from Google Analytics.

The challenge was to create a near real-time data analysis and visualisation dashboard for multiple platforms performance review at one place.
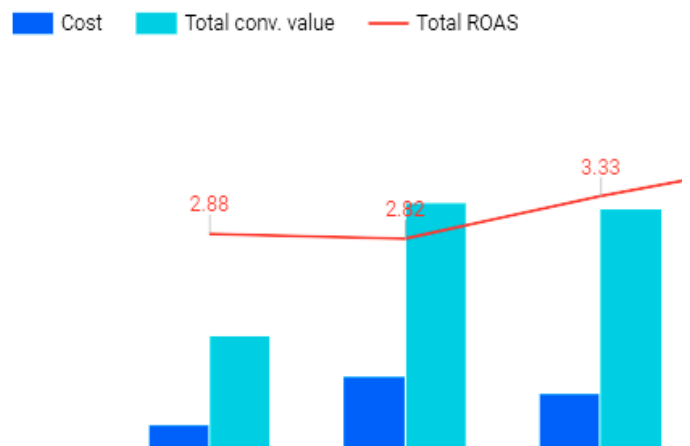
The Approach

After looking through multiple platforms like Looker studio, Power BI, Tableau, we looked for a solution which can be cost effective, and yet we have all the data available in the right format. We chose Looker studio as it's free and have all the methods in place to get the data.

After choosing the visualisation tool, I looked through the data source availability, leading us to discover the fact that Google only provides data from Google Ads and Google Analytics for Free, amongst all that we needed. Therefore, we shortlisted a few solution providers like Supermetrics, PowermyAnalytics etc. to get the other data sources in place and found that PowerMyAnalytics fits the bill for us.

I used the same connector to link all the data sources, including criteo which requires a unique secret key to link the data to looker studio.

The Architecture

We planned to create a page with data from all the sources as the summary along with data from the analytics platform to create a broad level picture for the management at Shoebacca. This was planned to be followed by creation of a page for each platform which got further subdivided into a page for each type of campaigns for Google Ads and Bing Ads.

Page 1
In Google analytics page tables were created for events, daily, monthly, product, geographic performance and upgraded the data visuals with bar and pie charts.

Subsequent pages:
For Google ads, Facebook ads, Bing ads and Criteo platforms, campaign type wise reports were created per page such as overall, display, shopping, search and performance max. On each page tables and charts were created for demographic, geographic, product level and audience level insights.

One combined report of all the platforms was created to monitor the overall business performance.

All the data charts were enriched with visualisations in the form of bar charts, pie charts and time series, to keep a check on how we are doing in one dimension with respect to the other and identify if we can observe gaps and opportunities from the same.

The Conclusion

Data available at the right time in the right format helps the marketing team take informed decisions while visualising the trends and movement of performance.

Platforms