



**Hughes**  
Federal Credit Union



**ARIN**  
I N C



## CASE STUDY:

Hughes Federal Credit Union Effectively Unifies Marketing Intelligence with Datorama

### INTRODUCTION

Since its founding in 1952, Hughes Federal Credit Union (Hughes) has been known throughout Arizona for its superior customer service and the positive ways it impacts the financial lives of its members. Today, it's important for Hughes to be easily found online by Arizonans with banking needs – so effective marketing is essential.

Datorama has helped Hughes organize and unify all of its marketing data, which was previously spread across many disparate sources. Now, the credit union can track all marketing activities from one central dashboard.

### CHALLENGES

In order to create a marketing report to review performance, marketers at Hughes needed to search through data spread across Google Analytics, Google Ads reports, Facebook Ads reports, spreadsheets, and PDF reports from various vendors. Reporting was a time-consuming process that made it difficult to track and measure the multichannel ad spend that led to each new account opening.

With a departmentwide objective of gaining more accurate analytics reporting from marketing activities and ad spend, it was clear that the Hughes marketing team needed a more advanced marketing measurement tool. The team went looking for a solution, and opted for Datorama because of its ability to seamlessly integrate with Hughes' existing Salesforce Marketing Cloud data. They worked with AARIN, Inc., a Datorama strategic partner, on their implementation.

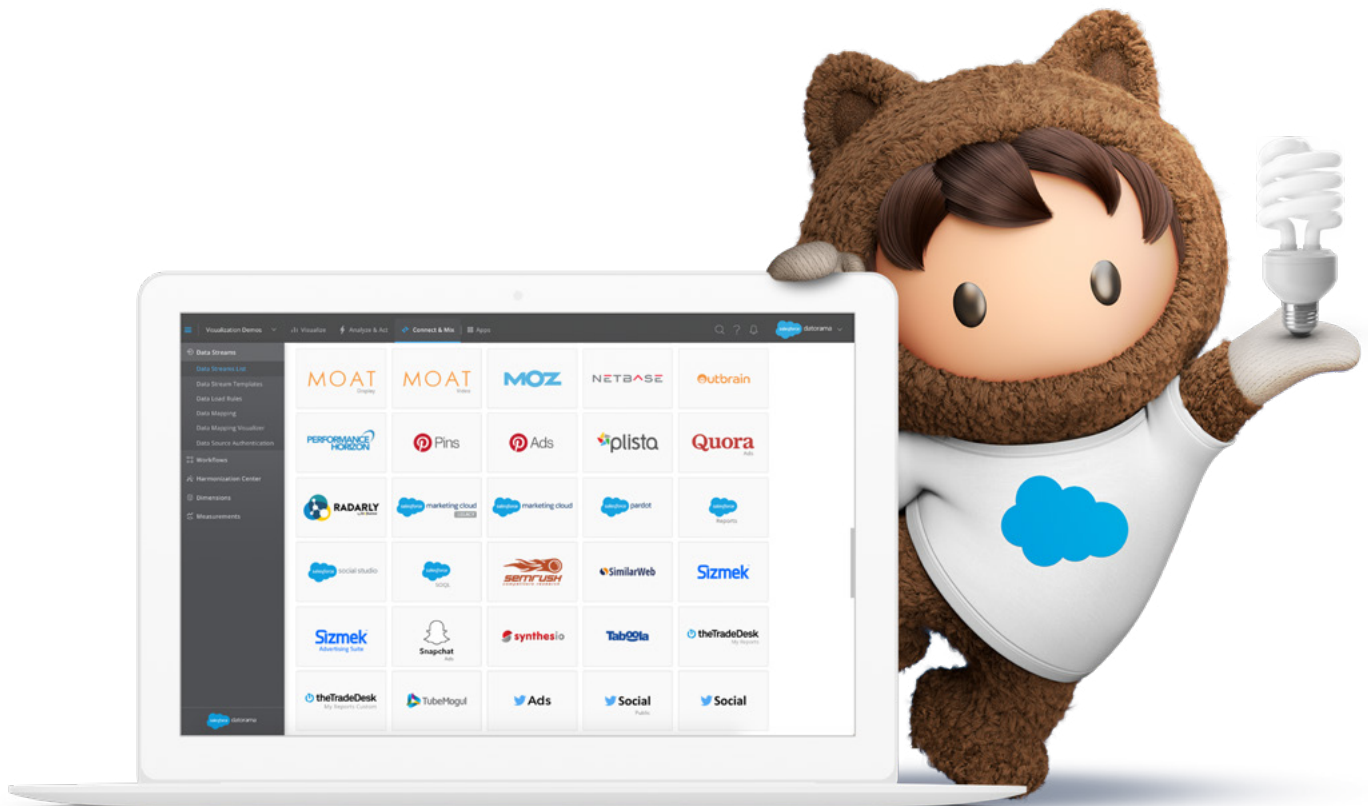




## SOLUTIONS

With Datorama, Hughes’ marketing department can now prepare accurate monthly reports for the company’s board. Previously, the analytics in these reports consisted of screenshots from Facebook Ads, Facebook, Google Ads, Google Analytics, Twitter Ads, Salesforce Email Studio, Social Studio, as well as information from reports that had been sent to the marketing team in spreadsheets and PDFs from TV, radio, and other non-digital advertising. Now, all the analytics from these sources and more are connected and organized within Datorama, which presents real-time, fully up-to-date information to the board in each new marketing report.

Datorama is now home to all of Hughes’ marketing data from Facebook Ads, Facebook Insights, Google Ads, Google Analytics, Google Search Console, Instagram, LinkedIn, Pinterest, Salesforce Marketing Cloud, Spotify, Banner and Video Ads from the Arizona Daily Star, Daily Wildcat, COX Connected TV Spots, Lotus KCMT and KTKT, Twitter Ads, Twitter Social, and YouTube Insights. In the near future, the team plans to add data from radio, billboard, and print advertising.





## RESULTS

Since implementing Datorama, Hughes' marketing team has gained additional insight into its advertising spend and how much interest it has generated. The team is currently working on connecting its account application platform to Datorama so it can track how advertising activities impact ROI, which is the team's ultimate goal. As the team gains more insights into spending and conversion rates, it anticipates that its goals will evolve.

The most significant impact so far has been the efficiency that Hughes' marketing team has gained through preparing monthly marketing reports in Datorama – a previously manual process that took **10x the amount of time** as it does with Datorama. The ability to pick and choose from a multitude of KPIs has enabled the team to gather data-driven insights to optimize campaigns that previously would have been too labor intensive to pull together.



A single system of record for all of our marketing data has allowed us to gain an accurate, holistic view of our performance to share with important stakeholders. And with time savings, the team is ultimately able to better optimize campaign results through data-driven insights and by measuring the effectiveness of our ad strategies. This has allowed us to grow and maintain loyalty across our valued member base.



**KERRY GRAHAM**  
DIGITAL MARKETING MANAGER



### About Datorama

Datorama, a Salesforce company, provides the leading cloud-based, AI-powered marketing intelligence and analytics platform for enterprises, agencies, and publishers. Marketers use Datorama to bring together all of their data and take action on insights to optimize every marketing investment and activity. Learn more at [datorama.com](https://datorama.com).