

CASE STUDY 1 // LARGE INDEPENDENT AGENCY



Project type: New account implementation, followed by retainer

Front Foot were introduced by Datorama to scope, manage, and implement the first client implementation for a new Datorama account. This project was delivered ahead of schedule, and with an expanded scope.

After the initial implementation the client enlisted Front Foot to manage the implementation of a further three clients, whilst also training two super-users.

After these had been successfully delivered, and the users trained, we agreed a retainer to provide general or project-based support, which is ongoing to date.

Successes:

- The client had a high quality implementation and reporting setup to use as templates for the super users to roll out to other clients.
- The super users received in-person training and support, developing their skills at an accelerated rate.
- We successfully led the data element for a new client pitch – which had a focus on reporting – helping to win them a full service client and their biggest ever new business in Ireland.



CASE STUDY 2 // GLOBAL PHARMACEUTICAL COMPANY



Project type: Managed Services

This client had a highly complex global set up, implemented by the Datorama Implementation Team across 4 months. Once the implementation was close to completion, Front Foot were brought in to assist the key nine markets with the rollout, with one person full time between October 2018 – December 2019.

We had to familiarise ourselves with the setup, and then provide support to multiple stakeholders across EMEA, North America and APAC. The work included general maintenance, troubleshooting issues, QA, and rolling out new functions such as alerts, and a usage dashboard to track internal adoption.

At the start of 2019 a new global agency replaced the existing multi-agency structure. This resulted in new users and a new global naming convention. Front Foot have were retained for the whole of 2019 to support all markets as previously, and implement the rollout of enhancements to the reporting and insight setup.

Successes:

- Successful rollout of the reporting setup to all markets within deadline.
- High client satisfaction as all issues were resolved efficiently and effectively.
- Retention of our services in 2019 showing the value of Front Foot's expertise and support.



CASE STUDY 3 // GLOBAL AGENCY GROUP



Project type: Professional Services

The client was struggling to scale their reporting setup, and had a lack of expertise in-house, meaning there was a backlog of campaign reporting. We met with the client to understand their requirements and scoped a timeline of support to get them into shape.

The recommendation was to: invest time in re-structuring their data model to better classify their data; create data stream templates to easily add new accounts for new clients or campaigns; create baseline dashboard and page templates for each campaign type.

The bulk of the work was completed at the start of the relationship with the data structure and templates allowing for streamlined creation of campaign dashboards. Front Foot are retained on an ad hoc basis for general maintenance, and troubleshooting when new campaigns launch.

Successes:

- Trained the internal teams on the new data model and templates, and the process for adding a new campaign dashboard to Datorama.
- Campaign reporting backlog was fulfilled and campaign dashboards are live within 24 hours of a campaign launching (time-to-value reduced from weeks).
- New data model allowed for simple benchmarking across campaigns, channels, and markets.

