



ûptimal

MARKETING

DATA

ANALYTICS

GROWTH





WE ARE UPTIMAL



Our Leadership Team



Julià

CEO & Chief
Technology Officer



Conor

Chief Growth
Officer



Alex

Chief Operations
Officer

Powered by a team of the industries best engineers,
marketeers and analytics specialists.

Meet us [here](#)



About Us



Who We Are

An Agency/Consultancy hybrid that leverages the **power of data to drive business growth**, impact, and value through **Data, Marketing & Analytics**.

What We Do

Empower organizations to **harness the full potential of data-driven insights** and transform them into **actionable strategies to drive sustainable growth**.



Trusted By Global Brands

Our Clients

We serve our clients with **best-in-class analytics, data engineering and marketing services** across 5 continents through our team of data analysts, engineers and marketers.

Big brands put their faith in us to deliver exceptional results.



Why We Are Different

We See The Bigger Picture

Our breadth of strategic knowledge across the industry means that **we aren't thinking in silo, but rather how does the solution fit into the wider business.**

1

Our combination of technical, commercial and business solution thinking sets us apart

We Combine Agility & Expertise

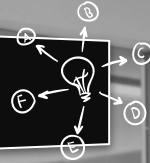
We combine the **depth of expertise of established global agencies with the flexibility and agility of a startup** to be able to be highly responsive to your business needs.

2

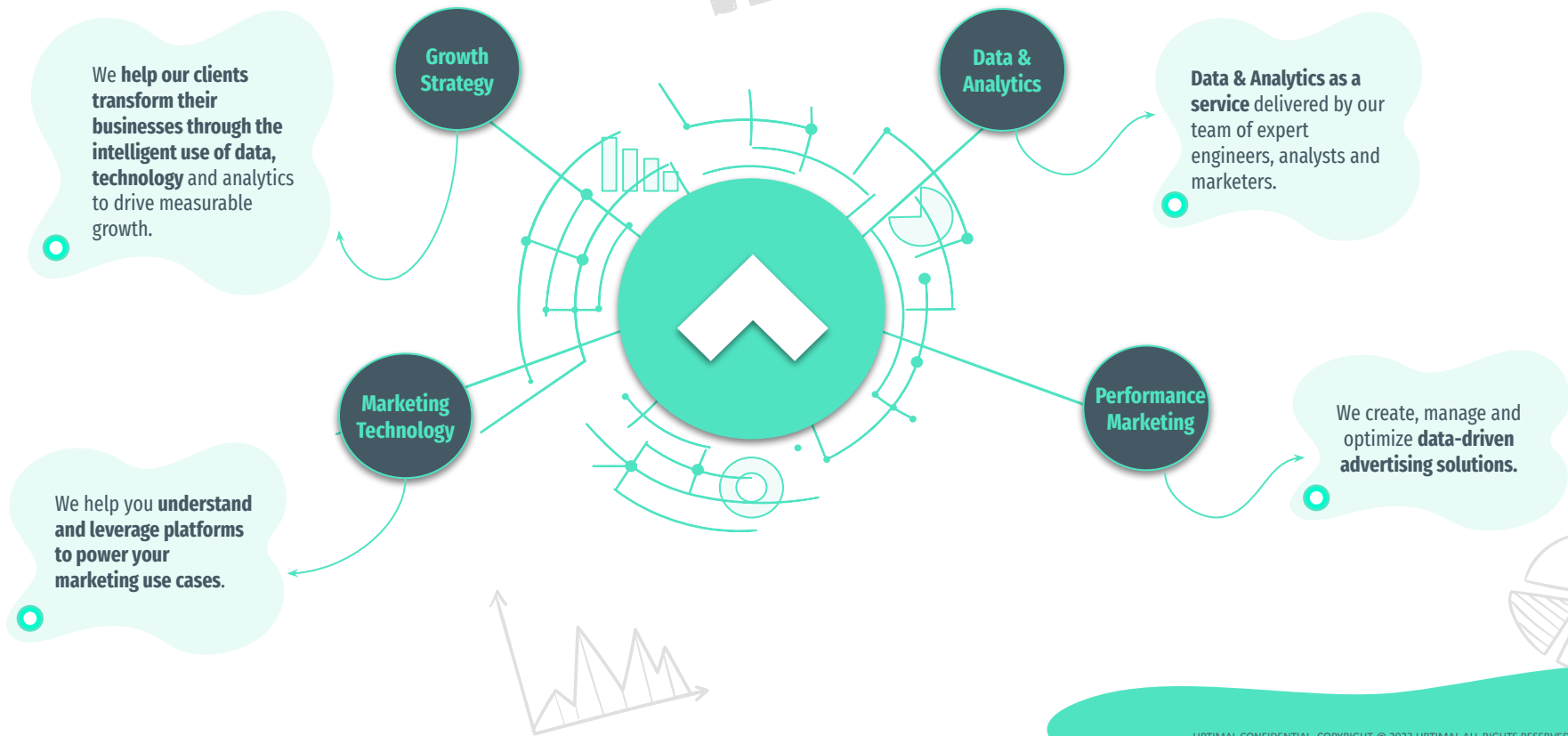
Our operating model enables competitive pricing & scalable teams for projects of all sizes



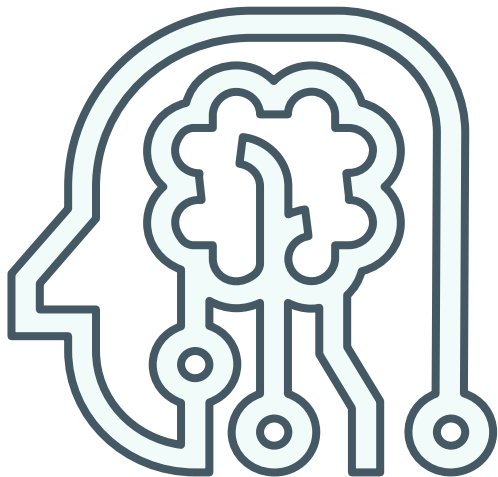
OUR OFFERING



Our Offering



Our Services



More information [here](#)

CONSULTING

01

Data & Analytics auditing, assessment, roadmaps

02

Cloud data Architecture design & migration

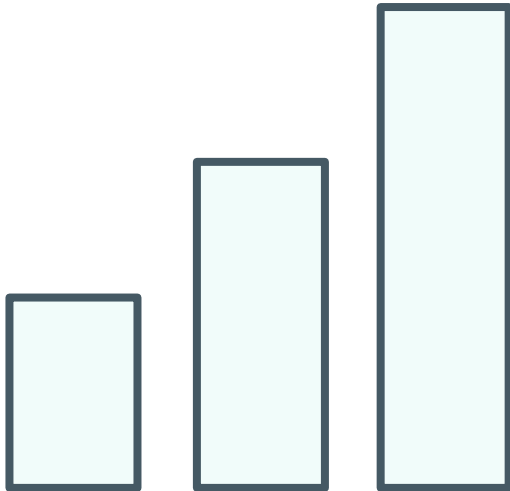
03

Process, media and analytics automation

04

Customer Experience research, analysis and journey design

Our Services



More information [here](#)

DATA & ANALYTICS

01

Web & App Tracking
Measurement

02

Data Engineering &
Architecture

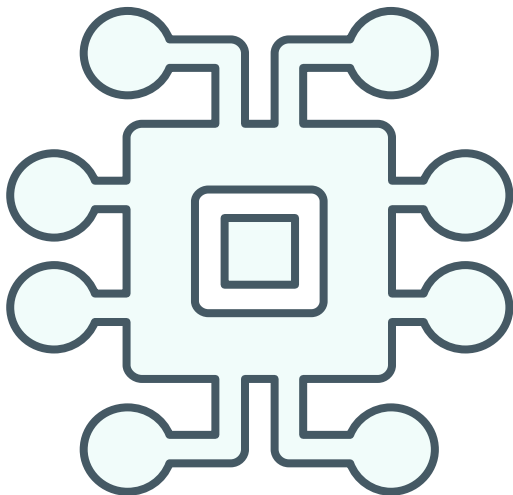
03

Visualisation & Insights

04

Data Quality & Governance

Our Services



More information [here](#)

MARKETING TECHNOLOGY

01

Tag Management Systems

02

Web & App Analytics

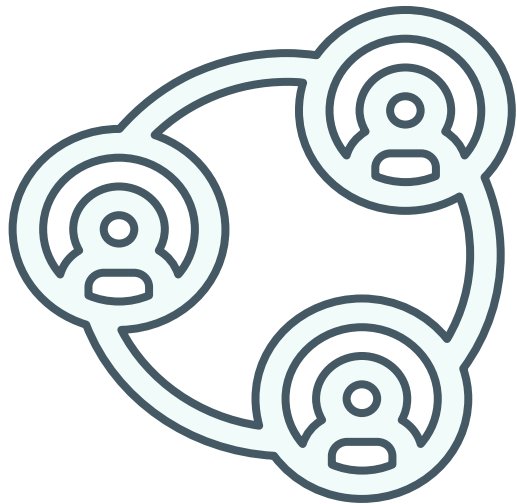
03

Customer Data Platforms
(CDP)

04

Conversion Rate Optimisation
& Personalisation

Our Services



More information [here](#)

PERFORMANCE MARKETING

01

Programmatic Display

02

Paid Search

03

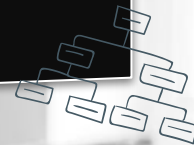
Paid Social

04

SEO



YOUR BENEFITS



Problems We Solve

"I want to understand how my media is performing and the contribution of my marketing investment by channel."

"We have a lot of 1st party data, how can we make the best use of it - what technologies should we use and how?"

"How can we increase the conversion rate of our traffic on site, and improve personalised experience for our customers?"

"I need a clean, accurate, and reliable way to be able to visualize my data and derive insights."

"We don't trust the quality of the data we have, we need to audit where there are gaps, and where pipelines are breaking."

"How can we increase the ARPU and CLTV of our customers - what should our strategy be?"

More information [here](#)

Solution Oriented

Our experienced analysts, consultants and engineers have years of expertise **spanning marketing, data and analytics.**

We know the right questions to ask and the solutions to your challenges.

Put us to the test!

Trusted Partners

Partnerships & Expertise

We proud to have been recognised as **trusted service partners** from some of the largest AdTech, MarTech, and data infrastructure vendors today.

Our **team is certified** and has hands on experience across an array of tools, platforms and technologies.





OUR WORK



CRO & A/B Testing



BUSINESS CHALLENGE

The Volkswagen group contacted Uptimal wanting to understand **how they could improve the conversion rate for leasing enquiries and sign-ups on their subsidiary website.** They knew that users were dropping off in the sign-up funnel and wanted to understand why and how to optimize the UX to increase completed enquiries.

OUR APPROACH

Uptimal began the engagement with a detailed discovery of VW's Adobe Analytics account to **understand user behavior and identify the pages or interactions on the site that were causing users to abandon their leasing enquiries.** We discovered that users were dropping at the application form (step 2 in the funnel) where they were required to create a VW account so we decided to split the test with a guest checkout option to see how this would impact conversion.

RESULTS

Using Adobe Target, we created the test and conducted it over a period of 3 months to ensure statistical significance.

The updated UI with a guest checkout option had an **incremental completion rate of 7%** and a projected **annual revenue increase of over 1.6m euros.**



MarTech Implementation



BUSINESS CHALLENGE

MerCell wanted to get a **better understanding of the usage & performance of their range of product offerings** in their procurement & e-tendering platform. Their aim was to improve the overall user experience & maximize the volume and LTV of buyers and sellers in their online marketplace. With no existing product analytics platform in place, the key stakeholders had **no way to identify problem areas or analyze opportunities for growth**.

OUR APPROACH

Uptimal were brought in to identify an appropriate solution before selecting and implementing the technology that would allow MerCell to address the issues they were facing. During the large-scale digital transformation, **Uptimal successfully implemented Amplitude and Hubspot, deployed a data warehouse with Snowflake and used Kafka to build pipelines for data enrichment**. This enabled real-time tailored and personalized communications with MerCell's customers.

RESULTS

With a completely overhauled and integrated MarTech stack, MerCell were able to implement operational and marketing strategies that saw the **LTV of their customers increase by 17%**.

Additionally, their **NPS went from +20 to +62** one year post deployment.



Data Collection & Tracking

BUSINESS CHALLENGE

Vodafone UK were **having concerns with the accuracy of their data collection** and wanted a partner to verify their existing tracking and data configuration to ensure best practice and future proof their approach. They were using Adobe analytics and had recently acquired Tealium CDP, EventStream for SS tracking and IQ for tag management but had not implemented the technology.

OUR APPROACH

Optimal began by conducting a **detailed audit of all existing data collection across the TMS and analytics platforms**, to identify any gaps and look for opportunities to leverage the CDPs full functionality. Once completed, we aligned with business stakeholders and prepared a detailed measurement framework before updating all existing web and app tracking and rolling out updates including server-side tracking and consent management.

RESULTS

Vodafone UK now have a complete and **comprehensive data collection** and **1st party data activation hub**. In addition, they have a solution that prepares them for current and future challenges across **data privacy and activation**.



Data Visualization

BUSINESS CHALLENGE

Mars Pet Nutrition were **struggling to get a holistic picture of their digital media performance** and needed a way to consolidate data from disparate sources across geographies, internal teams and agency partners. They wanted to be able to view media data in real-time, derive insights and monitor performance to maximize media efficiency and effectiveness, which the legacy dashboard did not allow them to do.

OUR APPROACH

Uptimal worked with Mars to **create a 'Global Media Value' dashboard** which enabled internal teams to maximize their respective budgets and make optimization decisions through the insight and transparency that the dashboard brought. After aligning on the business critical KPIs and industry benchmarks with Mars' internal teams, we began with wireframing and ETL. Subsequently, we commenced the build of the dashboard in Salesforce Datorama, iteratively working in sprints and updating based on feedback.

MARS

RESULTS

Mars Pet Nutrition internal teams now have visibility at a global level and the ability to deep dive into individual creative performance, markets, platforms, campaigns, etc. This has allowed them to take timely and meaningful action on media performance. The dashboard has **identified over \$11.5m of non-optimized media spend.**



Business Automation



BUSINESS CHALLENGE

The multinational retail group Auchan, came to Uptimal to **improve their ways of working with regards to the sharing of information on stock and sales data within the organization**. Their existing methodology involved their central marketing team manually sharing reports received daily via email to the various markets, which was time consuming and prone to error.

OUR APPROACH

Uptimal proposed a solution that would **automate the process** and help Auchan's stakeholders focus their attention on more important tasks and remove errors to give them confidence in the data they had. Utilizing the Gmail API, Uptimal created a rule to crawl and filter central marketing emails using information contained in the subject and body before passing the information to cloud storage. This was then cleaned and pushed to BigQuery in a readable format that their BI tool could ingest.

RESULTS

Our solution resulted in a significant **improvement in efficiency & data accuracy saving their team 25 hours per week** from manual filtering & uploading of reports. The data was instantly accessible for their Looker dashboard to read, giving their marketing & operational teams **reliable and timely information** on critical sales & inventory data.



Media Tracking Automation

SAMSUNG

BUSINESS CHALLENGE

Samsung Gulf has **strict internal policies on the maintenance and governance of tracking and tagging** across their properties in the Middle East. The region is responsible for 25 separate tracking containers with over 20 vendor tags in each. The approval process for managing updates was manual, with numerous stakeholders involved. In addition, due to privacy and data collection concerns, there was an internal mandate from HQ, meaning that all tags within any given container had to be approved and re-published every 60 days.

OUR APPROACH

Uptimal proposed creating a **bespoke tool for Samsung that would allow for integration, management and standardization of tags in Adobe Launch**, as well as the implementation and publishing of tags at scale across markets and containers. The Javascript app was configured in a way that all user behavior Samsung wanted to collect across markets was standardized for data accuracy. We also built in functionality to automatically alert market IT teams when approval was required – critical with the time-sensitive rules of the business.

RESULTS

On average, the time spent on managing tracking tasks by Samsung was **reduced by 35%** and they now have a tracking infrastructure with **99.9% accuracy**. An additional bonus of our approach was a reduction of **page load time by 2.6 seconds!**



Marketing Campaign Governance

BUSINESS CHALLENGE

The Dutch fashion company Scotch & Soda were **facing difficulties making sense of their reporting data**. Inconsistent and unstandardized naming conventions from their media agencies' campaigns made analysis difficult. They had raised the issue multiple times; however, problems were still frequent and compliance with their requirements was often ignored or error-prone.

OUR APPROACH

Uptimal proposed **creating a naming convention builder that all external partners could utilize, allowing them to streamline their campaign creation and management process**. S&S were also able to receive reporting data in a format that could be analyzed appropriately. Uptimal began work on a bespoke tool, which had an easy-to-use UI and filters based on 100s of variables interesting to S&S.

RESULTS

With our approach, S&S **standardized UTMs & naming conventions** across all their digital media & agencies with accuracy, improving compliance from **55% of campaigns to over 98.5% post rollout**. Based on this information, S&S were able to improve media budgeting, optimization decisions & better attribute campaign performance.



Digital Media Audit

BUSINESS CHALLENGE

Upfield, the global leader in plant-based foods, were **concerned that their digital media was underperforming against industry benchmarks.** They wanted to have an independent third-party review their agency's platform account health. Operating with numerous brands across geographies, there was a significant amount of budget they were concerned might not be being maximized. They wanted to identify areas with opportunities for improvement & keep their existing agency accountable.

OUR APPROACH

Uptimal used APIs across the Google Marketing Platform, social media, and SEM engines to **pull metrics and dimensions into Bigquery for analysis and output to a data studio dashboard for visualization.** Our team of digital specialists then reviewed the data; the output was a digital playbook highlighting the current state, actionable recommendations, and a blueprint for future setups and strategies. This was then presented back to the central digital team at Upfield.

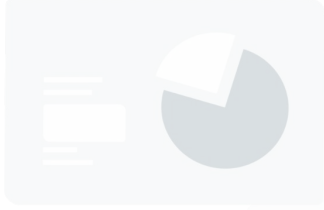


Upfield™

RESULTS

Uptimal uncovered **100s of actionable insights** across Upfield's ad accounts including highlighting the impact of platform & agency fees, bid optimization inefficiencies, creative recommendations, brand safety warnings & ad copy best practices. With these insights, Upfield was empowered to **take informed decisions & improve their media agency's performance.**





ûptimal

