Best Technology/Tool Finalist

Campaign: Data Weld

Nominee: Eric Ramos, BusinessOnline

Why this nominee:
Eric Ramos, Director of Analytics, has promoted a data-driven culture at BusinessOnline with the development of the marketing technology platform, Data Weld (www.dataweld.net). With this technology, we can scale out meaningful reports & insights that proves and improves the marketing ROI for our clients.

The problem that Data Weld solves for the agency's analysts is the costly, time consuming and wasteful nature of data crunching. As an agency, we would spend vast amounts of time and money on reporting each month. Now, with Data Weld, our analysts are able to be more efficient and productive with their time to focus on delivering bottom line impact of specific decisions, such as:
-Optimize Paid Media Spend based on Lead Quality which can ultimately increase sales conversion rates and shorten the sales cycle
-Justify marketing's value to the organization by understanding how much opportunity is being influenced from marketing
-Measure the ROI of marketing investments by channel to drive marketing budget to the right channels
-Understand key business metrics between the Sales & Marketing organizations to drive revenue by working together

We are saving an analyst up to 28% of their time on reporting which, for an agency with 60 clients, would be equivalent of close to $500K in hours that can be applied to more client value work such as optimization & driving insights.

The solutions that Data Weld provides include:
-Meaningful Reports: Data Weld produces 10+ Scalable Dashboards and Automated PowerPoint Presentations each month, including client logos, internal team pictures and job titles, as well as automated emails containing the attached reports.
-Accuracy: Data Weld utilizes dozens of APIs to import the data that then goes on to be visualized into dashboard and reports. This is a far more accurate process than humans manually importing data from various sources, also saving time on the integration process.
-Data Connections: Data Weld integrates 25+ Service Connectors from various marketing technology platforms
-Granularity: The analysts are able to drill down to find which campaigns driving more qualified

leads to duplicate efforts that work in order to improve marketing ROI and report more accurate attribution back to the client.

-Speed: The one-time onboarding process is 8 hours or less for most clients and data importing is automated going forward. We onboarded 30 clients in 1 month after an acquisition.

As marketing technology becomes more and more complex, marketers are faced with an increasing amount of data generated by the campaigns they're running. While this seems great on the surface, it's often difficult for marketers to sift through this data and understand which of
their efforts are most effective. In order to truly comprehend this wealth of information, they need advanced analytics tools that enable analyses that just can't be done manually. Only through the use of modeling tools like Data Weld can they get the insights they need to justify future efforts, and to efficiently prove and improve mROI.

External links:
http://www.dataweld.net/
http://www.dataweld.net/roi-calculator/