

# ACCELERATION USES GOOGLE CLOUD TO OFFER CLIENTS UNIFIED REPORTING SOLUTIONS FOR EFFECTIVE MARKETING PERFORMANCE MEASUREMENT

## AN ACCELERATION AND GOOGLE CLOUD PLATFORM STORY

### THE CLIENT

The Wunderman Performance Media (WPM) team based out of Memphis, prides itself on offering efficient and effective media and campaign services to medium and large enterprises across the US. They leverage a broad range of tools to enable effective campaign services to their clients.

### THE CHALLENGE

- As part of their campaign services, the WPM team creates regular performance reports for clients. These reports pull data from multiple sources. Compiling and checking each report manually was an incredibly slow and time-consuming process, taking up to three weeks to reach a client.

### THE APPROACH

The team set out to create an automated, unified reporting platform to:

- Automate the ingestion of performance metrics across all tools used
- Reduce the effort required to generate reports for clients
- Reduce errors through automated processing
- Compile reports faster by creating a standardised measurement framework

### THE RESULTS

- The WPM team is now able to create accurate, holistic reports in just two days
- Reduction in errors and increase in data quality
- Clients can access report dashboards directly for a near real-time view of performance metrics
- The team spends less time generating reports for clients and more time adding value by offering insights and practical, proactive advice for optimising campaigns

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A WUNDERMAN COMPANY

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BARAK REGEV

DIRECTOR, CLOUD PLATFORM, EMEA, GOOGLE

 Google Cloud