

iProspect Hong Kong provides campaign reporting and machine-learning based performance optimisations to their clients



"With performance and the customer at the heart of what we do, our Windsor.ai dashboards are now truly the beating heart of the agency."

Lawrence Yang
Managing Director Hong Kong & Regional Director APAC
iProspect

BACKGROUND

iProspect is a global, award-winning marketing agency that drives digital performance for many of the world's largest brands. A trusted partner with an in-depth understanding of consumer behavior, iProspect reshapes brand strategies to meet the fast-paced demands of the convergent world with a focus on exceeding the client's business objectives. iProspect delivers personal, adaptive and valuable digital experiences utilizing proprietary solutions including: paid and natural search, content generation, data & insights, social media management, structured data and feeds, performance display, mobile strategy, video, conversion optimization and affiliates.

iProspect at a glance

- The world's leading performance agency
- Part of the Dentsu Aegis Network
- Key brands in Hong Kong are Burberry, Adidas, General Motors and the Hilton Group

CHALLENGE

- Disparate and decentralised data: iProspect needed to integrate the data between Analytics and the CRM system to understand metrics such as cost per revenue. This was impossible with the existing setup
- Lack of visibility: iProspect needed a customizable cross channel performance view both for internal and client-facing reports.
- More time for Insights and Analytics: Initially, when iProspect started working with Windsor.ai a lot of the reports were created weekly and the team spent a lot of time on repetitive tasks such as downloading costs data from the advertising platforms and matching them with conversion data

SOLUTION

Windsor.ai connected CRM and Analytics data with a unique identifier. Then both data from the Analytics and CRM platform is loaded and the whole customer journey is connected.



In a second step the data is modeled using a data-driven model and conversion credits are allocated to each touchpoint.

The conversion data is then enriched with the costs from the various advertising channels which are integrated through API's or scheduled reports. This freed up a lot of time on repetitive tasks and let the team focus on what matters: improving performance.

Once enough data was collected, the Windsor.ai platform started to propose budget re-allocation and bid optimisation recommendations on a channel, campaign and even keyword level.

Source	Medium	Attributed revenue	ROAS	Spend	Attributed conversions	Proposed budget
GOOGLE	CPC	845,835.00	6.39	132,444.00	258.18	132,444.22
EMAIL-PARTNER 1	EMAIL	349,653.00	28.66	12,200.00	99.79	14,030.00
DISPLAY & VIDEO 360	CPM	305,937.00	61.35	4,986.96	90.30	5,735.01
FACEBOOK	DISPLAY	41,264.50	1.67	24,767.00	13.19	21,051.97
AFFILIATE-PARTNER 1	REFERRAL	43,430.10	7.87	5,517.40	12.71	6,345.01
META-SEARCH 1	PARTNERSHIPS	33,833.40	10.03	3,373.80	11.76	3,879.87

Multi Channel Contribution and Proposed Media Mix

RESULTS

Speed and scale

6 data sources were connected through API integrations within 2 weeks
Windsor.ai - Attribution Insights is available 24/7

Transparency

Real-time visibility with the option to drill down into specific metrics across all channels

Growth

Savings equivalent to 1 FTE: iProspect is now able to focus on analysing, optimising, and scaling the activities for clients.

Results

- iProspect had savings of 1 FTE within 2 weeks of getting started
- iProspect has full transparency into customer journeys across all touch-points including CRM
- iProspect now has real-time visibility of the media performance across all channels