

## **Case Study**

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# **Integrous Marketing**

**Improved detail and accuracy, Up to 50% revenue  
increase for clients**

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## Improved detail and accuracy, Up to 50% revenue increase for clients

### Overview

To provide their customers with an on-demand, 360 degree view of their marketing efforts, Integrus Marketing needed a platform that could integrate the data spread between many disparate reporting systems like Adwords, Analytics and Salesforce. Sisense gave them that solution without having to hire any more people to do it.

### Synopsis

- ▶ Reporting was based on data manually gathered into Excel
- ▶ No good data visualization
- ▶ Data stored in multiple disconnected repositories
- ▶ Labor intensive data retrieval, scrubbing and connection process

### Benefits

- ▶ Time spent getting new clients up cut in half
- ▶ Prevented having to hire a new person

- ▶ Report maintenance is 25% of what used to be required
- ▶ Flexible and attractive reporting
- ▶ Client revenues improved by up to 50%

### Company

Integrus Marketing is a digital marketing agency that specializes in analytics and demand generation for lead based businesses. Their ability to develop closed-loop reporting systems that their customers have access to - ones that truly measure the impact of your marketing investment all the way to sale - is what really makes them stand out.

### The Challenge

Integrus works with a lot of data sources that are not inherently connected, such as Adwords, Analytics, email, marketing tools and sales data from Salesforce, to name a few. To create meaningful reports that clients can access at any time, required a lot of manual labor that included downloading, cleaning and joining datasets before they could even get to the reporting aspect of the process. Inherent limitations in the types of reports and views that some of the tools provided made it impossible to extract the data they wanted, even from each

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system individually.. All of these factors made the process time consuming and prone to error.

Even once the data was gathered in Excel, the process of generating visualizations from it was very laborious and as the data was rapidly aging, it wasn't as accurate as Integrus would have liked. If anything went wrong in that process, it had to be debugged and redone. Integrus really needed a method to automate these steps and provide a better user experience. The core of the problem was the number of disconnected data sources and how to get them to speak to each other seamlessly .

Josiah Sternfeld is President at Integrus and is a true marketing consultant at heart. His background is in business and marketing, not in any way IT or analytics related, but he has a strong interest in data and numbers. It was from this perspective that he knew there must be a better way to do what they wanted and he set out to find a solution.

## The Environment

- ▶ Amazon AWS
- ▶ Analytics
- ▶ Adwords
- ▶ SQL Server
- ▶ Salesforce.com
- ▶ 6 External clients and 12 internal users

## The Solution

As part of his product evaluation, Josiah reviewed Tableau, Vine, Bime, Domo Visual IQ as well as Sisense. The challenge was to be able to tie together the data from all these disconnected sources, such as analytics, adwords and Salesforc.com. No one but Sisense gave them the ability to easily connect these all together and present them in an attractive and easy to use interface.

The price differential between Sisense and the competition was enormous as well, and as a small company, cost is always something that needs to be considered. In this case however, it also happened to be the best solution. The road to success wasn't overnight but Sisense was with them every step of the way. Initially helping them to put together their proof of concept with Elasticubes and Dashboards, then training them so they understood the process of building and then using the application. Once they got past that initial learning curve, it was all really very easy.

## The Results

- ▶ 65% reduction in time spent on report maintenance
- ▶ Eliminated manual data collection, linking and scrubbing
- ▶ Up to 50% revenue increase for clients
- ▶ 8 Elasticubes (half internal)
- ▶ 24 Dashboards (appx 3 per Elasticube)
- ▶ Dashboards provide clients with real time access to information
- ▶ Vastly improved detail and accuracy

**“ As a small company, Integrus wanted to avoid having to hire additional dedicated staff to get where we wanted to be technologically and Sisense allowed us to do that ”**

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There is just a single existing employee required at Integrus to manage their analytics reporting solution that revolves around Sisense. A new client will take 50-100 hours of up front setup and customization, but the ongoing work is about 10 hours per month to maintain and update those views and dashboards as required. Integrus re-brands the Sisense solution for each client, who then get a license to login through the Integrus portal to use the Sisense web viewer to make use of their dashboards. The clients are then able to quickly evaluate their marketing performance and various other KPI to facilitate their marketing buys decision making.

Considering the users at Integrus were all non-technical people and they had a full solution up and running in 4 months, at minimal cost, was quite an achievement. Integrus' customers enthusiastically embraced their new capabilities, no convincing was required, as a matter of fact, as some employees of those clients have moved to new companies, they immediately start asking about when they can get Sisense Dashboards.

For Integrus, Sisense is a piece of their entire process. They have a very in depth system that tracks marketing investments from the click on the ad, to the leads they generate, all the way through to the sale and revenue associated with it. Most

firms only look at the cost per lead, but Integrus takes it a step further and shows the revenue that lead turns into and the ROI associated with each of those marketing investments. They can only do that by tying Salesforce.com revenue data to their analytics at a very granular level, all the way down to how a particular keyword resulted in a particular sale. This allows them to absolutely maximize their marketing investment on what works, in some cases it has resulted in an order of magnitude increase in revenue.

## Closing

Integrus competitors can't come close to achieving the depth, breadth and accuracy of what Integrus is doing by using Sisense. One competitor in particular has an entire data science department and can't reproduce the results that Integrus is achieving with just one existing employee. When Josiah was asked for some closing thoughts, he had this to say: "As a small company, Integrus wanted to avoid having to hire additional dedicated staff to get where we wanted to be technologically and Sisense allowed us to do that".

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