

How Humberview Group modernized their marketing reporting

Humberview needed a powerful solution to move data into BigQuery. Using Supermetrics for BigQuery, they transferred historical data from their key channels from the past 2 years.

The challenge

With the goal of constantly developing their reporting, Maxim and his team wanted to modernize marketing reporting using Google BigQuery. Initially, Maxim's team extracted data manually and aggregated them in Google Sheets. After using Ninjacat, Maxim's team understood they needed a more powerful solution.

The solution

Using Supermetrics connectors, they were able to create a data warehouse that was cost-efficient in 6 weeks. With Google BigQuery, they also became more efficient in their reporting. "Using Google BigQuery, more advanced operations could be performed in minutes. We were able to go from waiting for hours into just a few minutes — or seconds, even."

The result

Humberview is now able to cover all touchpoints starting from the first touch to a finalized sale. With unified marketing data, customer entry points are easily attributed. Customers' response to specific marketing campaigns are also easy to attribute. The data serves not only store managers, but all of the marketers in the company.

“We want to have more data to help us understand the overall customer experience. In the future, we'd like to move from benchmarking into predictive analytics. We feel that Supermetrics is an important part of us growing to that goal.”

Maxim Poliakov, Senior Digital Marketing Manager, The Humberview Group



About The Humberview Group

The Humberview Group is an Ontario-based car dealership group with over 20 different locations. With 17 different brands under its representation, Humberview is one of the largest car dealership groups in Canada. Their key promise: serving you better, each and every day.

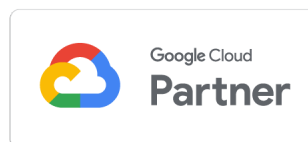
Vertical/horizontal solution: Retail & Wholesale

Primary project location: Canada



About Supermetrics

Supermetrics is the leading marketing data pipeline company, extracting, transforming and loading data from any marketing platform into Google Cloud.



Products

Google Cloud Platform