

# Revolutionizing Reporting and Analytics for Financial Publishing

Actable built a scalable and flexible reporting and analytics environment for Digest Publishing that provided them with a unified customer database to uncover actionable insights on their subscribers.

## The challenge

Digest Publishing required a solution to address data quality issues and establish automated reporting dashboards in Looker Data Studio. They encountered issues related to data anomalies and slow performance in their current setup. Their goals were to capture data volume, mailing activity, and lead activity. Actable was engaged to facilitate these transformations and enhance their data reporting.

## The solution

Actable empowered Digest Publishing with subject area specific dashboards: Promo reporting, Mailing, and Signup. The solution optimized data capture in Promo reporting, blending mailing data in the Mailing dashboard, and tracking users in the Signup dashboard. These enhancements streamlined data management and improved analytics and reporting for Digest Publishing.

## The result

With Actable's assistance, Digest Publishing received unified datasets in BigQuery, resolved data anomalies, and transformed their data reporting with automated dashboards in Looker Studio. This enabled them to make data-driven decisions they couldn't before and significantly improved the allocation of their marketing budget, optimizing campaigns and strategies based on thorough data insights.

“ The team at Actable has successfully provided metrics and visualizations needed for the Digest Publishing team to make actionable business decisions. We appreciate their guidance throughout the project process and commitment to delivering results as expected. I highly recommend working with them and will likely reach out to them again for future projects! ”

Meghan Hughes, Chief Operating Officer, Digest Publishing



## About Digest Publishing

Digest Publishing is a financial research and publishing company that provides premium financial newsletters to investors. The company was founded in 2018 by Gerardo Del Real and Nick Hodge, and is headquartered in Round Rock, Texas. Digest Publishing's newsletters are known for their transparency, integrity, and results.

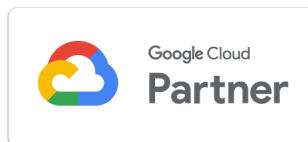
Vertical/horizontal solution: Financial Services

Primary project location: United States



## About Actable LLC

Actable is a customer data accelerator that helps enterprises organize, analyze, and activate customer data to create business value.



## Products

Google Cloud Platform