

# Opus One: Enhancing Campaign and Competitive Insights

Our project aimed to create a dashboard for the client to monitor marketing campaigns and competitor activities. We used Google Cloud products: Cloud Run for data processing, BigQuery for storage, and Looker Studio for interactive visualizations.

## The challenge

STADA Poland faced a challenge in effectively monitoring their marketing campaigns. The company needed a streamlined method to track campaign metrics and gain insights into competitors' activities. With a diverse portfolio, STADA required a solution that would consolidate data from multiple sources, provide frequent updates, and offer competitive intelligence to make informed marketing decisions.

## The solution

Salestube was engaged to design and implement a dashboard. We used APIs and Python scripts to automatically pull, clean, and combine data from multiple sources like Campaign Manager, Google Ads, Excel files etc. In the solution, we used the following Google products: Cloud Run, BigQuery, Looker Studio.

## The result

The campaign performance dashboard provided a clear view of marketing efforts, leading to more effective management of campaigns. The competitive analysis dashboard enabled STADA to make data-driven decisions by understanding competitors' strategies and market dynamics. Automated reporting reduced the time spent on manual data collection, allowing the marketing team to focus on strategic.

The Opus One: Enhancing Campaign and Competitive Insights solution has reduced the preparation time for our monthly brand reports from five working days to one day, an 80% reduction on a monthly basis. In addition, we can quickly analyse all campaign data, competitor data or sales data in real time with the client, allowing us to dynamically adapt our strategy to changing conditions.



About STADA Poland Sp. z o.o.

STADA Poland, as part of the STADA AG group, operates in line with its philosophy. The company operates globally, providing a wide range of products, including prescription medications, self-medication products, and dermatological solutions.

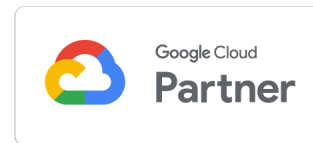
Vertical/horizontal solution: Healthcare & Life Sciences

Primary project location: Poland



About SALESTUBE SP Z O O

SalesTube is E-commerce & MarTech Connected which means, that you can find all the solutions for your business in one place.



## Products

Google Cloud Platform

Google Workspace