

PMC - Audience Engagement & Advertiser Marketing Insights

Quantiphi built self-service, cost-optimized, analytical visualizations on Looker for Penske Media Corporation (PMC) that provided them with actionable insights on audience engagement for their advertisers.

The challenge

PMC used the Permutive data management platform to capture user engagement and Looker for visualization. However, they were not able to get a holistic picture for advertisers as Google Ads Manager and Permutive data were not unified. They wished to share richer insights with advertisers by unifying both datasets and improving the overall dashboard performance through enhanced user experience.

The solution

Quantiphi developed a Looker dashboarding solution that unifies PMC's first-party data from the Permutive Data Management Platform and Google Ads Manager for visualizing audience engagement and marketing insights such as audience analytics and user behavior analytics. This helped their advertisers with actionable insights to maximize advertisement revenue.

The results

The solution developed by Quantiphi helped PMC unify their datasets for holistic insights and improved dashboard performance by decreasing the load time from >30 seconds to ~10 seconds. The solution has enabled data-driven marketing strategies for PMC's advertisers to improve user engagement and reach to broader audience segments. This will lead to better ad-monetization opportunities for PMC.

“Quantiphi helped PMC develop visualizations and insights based on PMC's first-party data. The insights are helping PMC better understand its audience and drive results for our clients. Quantiphi is an approved Google partner and was the clear choice when it came to finding a partner to help develop analytics dashboards. Most importantly, the Quantiphi team are true experts. Thanks for all the help!”

Brett Goverman, Associate VP, Data Strategy, Penske Media Corporation



About Penske Media Corporation

Penske Media Corporation (PMC) is a leading global media and information services company whose award-winning content attracts a passionate audience. Since 2004, PMC has been a pioneer in digital media and a platform innovator, reaching viewers on all screens across its ever-growing constellation of iconic brands.

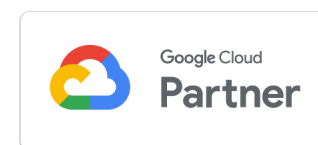
Industry: Media & Entertainment

Primary project location: United States



About Quantiphi, Inc

Quantiphi is an award-winning applied AI and big-data software & services company with Google Cloud services specializations in ML, Analytics & CCAI.



Products

Google Cloud Platform