

CONVERSION INTERACTIVE UPGRADES ITS EMBEDDED ANALYTICS

Conversion Interactive Agency were looking for a specialist partner to help design and build, alongside their own data team, a world-class and scalable data analytics infrastructure to support embedded analytics used in their LeadLink 2.0 platform.

The challenge

LeadLink 2.0 was an ambitious and industry-leading solution that needed to source, integrate and analyze data from disparate external and internal sources, present interactive and in many case custom embedded dashboards with custom business logic to clients, all being delivered to an ambitious timescale in an extremely competitive driver recruitment agency market.

The solution

Over a three-month period Rittman Analytics worked with Conversion Interactive to define a data strategy and delivery roadmap to deliver their needs, worked with their data team to prototype a modern data stack based around technologies from Google Cloud Platform, integrated marketing data sources, built a BigQuery data warehouse and used embedded Looker dashboards as part of LeadLink 2.0

The result

Conversion Interactive's customers now had the ability to drill down into the metrics for each stage of the driver lead funnel, have a greater understanding of which recruiters and fleet managers perform best and how that supports recruiting and retention and an ability to make informed decisions quickly and accurately while gaining insights into recurring driver issues in real-time.

“ Rittman Analytics' deep technical expertise with the modern data stack increased our data team's capabilities ”

Kelley Walkup, President and CEO, Conversion Interactive Agency



About Conversion Interactive Agency

Conversion Interactive Agency is a full-service ad agency providing innovative recruiting, retention & training strategies for the transportation industry. Conversion Interactive Agency provide innovative driver recruiting and retention strategies focused on delivering the results carriers need to reach their goals for over 30 years.

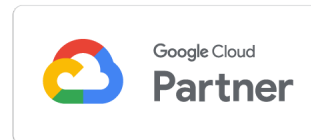
Vertical/horizontal solution: Advertising & Marketing

Primary project location: United Kingdom



About Rittman Analytics Limited

Rittman Analytics is a boutique data analytics consultancy that helps data-rich businesses upgrade and modernise their approach to data analytics



Products

Google Cloud Platform