

Caetsu Two journey to improve the efficiency with Data Strategy

Devoteam supported the implementation of Looker, enabling personalised dashboards, and a Semantic Model enhancing data understanding, and the decoupling of users. Devoteam's expertise also facilitated embedding dashboards in web and mobile apps.

The challenge

Connect all the silos caused by the geography of the organization, as well as the homogenization of the huge amount of data sources (CRMs, analytics tools, DSPs.). In addition, being an Advertising Agency with international campaigns that need individual data governance for each client, Caetsu Two, wanted to have control over the tracking of marketing campaigns.

The solution

Improved data visibility allowing it to identify trends and opportunities more effectively. Increased efficiency and improved decision making: reduced the time and resources required to analyze data, and in addition, now has more accurate information to make strategic decisions. Autonomy in the development of LookML reports and dashboards.

The result

The agency now has a single source of high-quality data, allowing it to obtain more accurate insights and make more informed decisions. Speed and efficiency in making changes to data models in LookML. Security and user access to Explorers and Dashboards in Looker. Implementation of best practices in the Looker and BI environment which will enable it to improve its efficiency in the future.

“ It has taken years of work and many dedicated resources to put the house in order in terms of data and methodologies, silent work, very tough, not glamorous, but absolutely necessary to squeeze the full potential of the data. In this datification process we have been fortunate to have Devoteam and Google as strategic partners, which has made us improve and pivot the project continuously. ”

Oscar García-Consuegra - Audience & Data Director - Caetsu Two

CAETSU TWO

About Caetsu Two

Caetsu Two, an advertising agency part of Grupo Salvador Caetano and Domingo Alonso Group, undertakes a project of integral datification of the operation that seeks to add value to the data generated by the advertising operation, with a clear strategy of governance and data modeling using Looker and BigQuery.

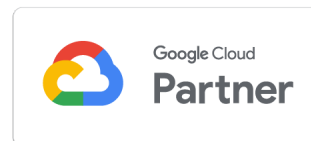
Vertical/horizontal solution: Advertising & Marketing

Primary project location: Spain



About Devoteam G Cloud SAS

Google Cloud MSP Partner Devoteam provides the experience and expertise to ensure the successful execution of digital transformation initiatives.



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