

Verto Digital - Marketing analytics

Offer the customer recommendations on methods for retrieving data from marketing platforms. Assist the customer in organizing the data to ensure its suitability for analytical purposes. Implement the proof of concept into production.

The challenge

Data lies in various sources and in inconsistent formats and structure. Widely available integration tools were expensive and hardly scalable. The challenge was to bring the data into a single warehouse in a consistent format to enable value add marketing analytics so that the business stakeholders are taking informed decisions. The solution must be replicable for many customers with min effort

The solution

The solution consists of data ingestion pipelines in FiveTran as a market place deployment. Data is stored in BigQuery to allow for seamless transformation and storage. Data transformation pipelines are built using extract, load, transform process using data build tool within BigQuery . Additional transformation and API calls were build via cloud functions. Looker studio for visualization.

The result

A customer facing marketing platform that provides insights on how their marketing data is converted to actual leads and opportunities, the cost per conversion and cost per marketing campaign.

“ The level of strategic architecture consulting and data engineering of the Cloud Office team was outstanding. The true game changer for the success of the project, however, was their approach to understanding our unique business requirements. ”

Ivo Shipochky, Head of Paid Growth, VertoDigital



About vertodigital.com

Demand Marketing Agency for Tech Companies.

We are building an agency that acts as an extension of your in-house team. Your goals become our goals.

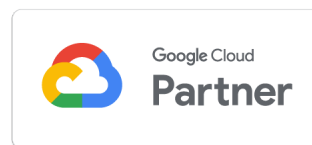
Vertical/horizontal solution: Business & Professional Services

Primary project location: Bulgaria



About CLOUD OFFICE OOD

Cloud Office is a Premier Google Cloud Partner in Europe, HQed in Bulgaria with a branch in London, UK.



Products

Google Cloud Platform