

CASE STUDY

Mustang dashboard provides holistic marketing insights



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„The dashboard built by Digitl has helped us to take a holistic view of our marketing activities. We can now - from different perspectives - evaluate historical and upcoming marketing activities and derive data-driven decisions.”

Ronald Kloiber | Director Global Marketing

www.mustang-jeans.com | www.digitl.net

The Challenge

Mustang is a denim brand that sells its products through its online shop and other distribution channels. To revitalise the brand, it runs a wide range of paid and owned media activities across various platforms and networks. The client wanted the design and implementation of a dashboard to evaluate all marketing activities and make data-driven decisions based on them.

The Approach

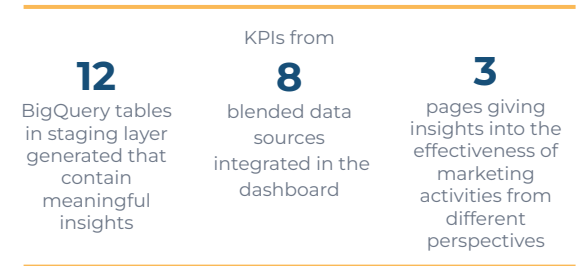
The Digitl team developed a dashboard concept based on a joint workshop, that covers the individual needs of the stakeholders. To provide a holistic view of the data from different tools and thus data sources, a data hub in the Google Cloud was implemented. The extraction of the raw data was enabled by the Digitl Cloud connectors, while the transformations were done in SQL using DBT. The resulting BigQuery tables are linked to the Looker Studio dashboard where all relevant KPIs are shown and visualised.

Partnering with Digitl

Active since 2022, Digitl helps digital companies set up and leverage marketing technology. Services are provided in the areas of digital analytics, ad technology, data science, and marketing intelligence. Professionalism and quality are in the foreground so that customers get an optimal technical infrastructure for their digital business.

The Results

Mustang's automated dashboard includes three pages for eCommerce, Marketing and Audience Insights. Thanks to the cloud-based setup, information from various marketing tools such as Google Analytics, Google Search Ads, Meta, Facebook Insights and TikTok can be viewed and analysed together via visualisations and tables in Looker Studio. The included KPIs make it easy to evaluate the effectiveness of marketing channels and activities on goals along all stages of the marketing funnel. Thus, Mustang can now explicitly measure the impact of activities to drive brand awareness and inform decisions for future marketing strategies.



Integrations used



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