



About Neo@Ogilvy

Neo@Ogilvy is Ogilvy & Mather's global media agency and performance marketing network, employing more than 800 digital experts in 40 offices worldwide. Ogilvy & Mather launched Neo@Ogilvy in 2006 to help clients organize and relate complex consumer information so they can make time-sensitive decisions, monitor emerging trends, course-correct rapidly and jump on new business opportunities.

Why Dashboards?

In 2011, the Neo@Ogilvy London Office wanted to improve their existing reporting processes to match the increasing demands of managing global digital media campaigns for their clients. In order to achieve this, Neo@Ogilvy invested in a more advanced Business Intelligence solution and needed a data presentation platform to expose the reporting data housed in their data warehouse.

Owen Ball, Senior Analytics Manager at Neo@Ogilvy said that "Initially, many of our reporting processes were done in Excel. We implemented Microsoft's SQL Server to manage the agency's data more effectively but we still needed a solution to expose that data to our clients and account teams."

Why Dundas

Neo@Ogilvy looked at many dashboard solutions that are available on the market and chose Dundas for two key reasons. Dundas Dashboard is web browser based, which enables clients to access their data at any time. Dundas Dashboard is also extremely flexible and customizable, and allows developers to design an interface that is unique. Neo@Ogilvy wanted an interface that it could brand and customize for each client. Using Dundas, Neo@Ogilvy can provide clients with a branded dashboard that appears as if it has been built specifically for them, and that they can access from anywhere with a web connection.

Mr. Ball stated that "We trialed several competitors and the two areas where Dundas stood apart were its flexibility and our ability to design a unique interface. In some respects the Dundas Dashboard feels more like a desktop publishing application giving us the option of designing pixel perfect layouts. It really resonated with

the account team and with the clients as well.”

There were some specific, built-in features that Neo@Ogilvy liked about Dundas Dashboard as well. “One of the nice things as a sell-in to clients is the mapping. It’s a great to have that built-in without having to do bespoke development” said Mr. Ball. He also pointed out that Dundas’ powerful scripting language allowed his developers to integrate bespoke functionality that would be impossible to replicate in alternative products.

Solution

Neo@Ogilvy implemented Dundas Dashboard and developed a series of dashboards for their clients displaying performance metrics across the media channel mix. After its deployment for clients, Neo@Ogilvy also deployed Dundas Dashboard for internal use to provide information to Account teams and display its financial KPIs to senior management. This solution eliminated the need for the majority of manual processes and increased internal efficiency.

The Benefits

The major benefit from implementing Dundas Dashboard has been increased efficiency. After the data warehouse and visualization solution was implemented, the average number of hours Neo@Ogilvy’s analysts spent on reporting for each client was slashed by up to 90%.

“Everything was already in place. Clients could log in and have the same single version of the truth as our account teams, annotate data-points and answer ad-hoc queries by themselves. The whole reporting process was streamlined and this freed up time for our account teams to manage and optimize campaigns.” said Mr. Ball.

Implementing Dundas Dashboard as a data visualization solution for clients has given Neo@Ogilvy a more complete service offering. Clients have direct access to see the status of their digital media campaigns from any location and at any time.