

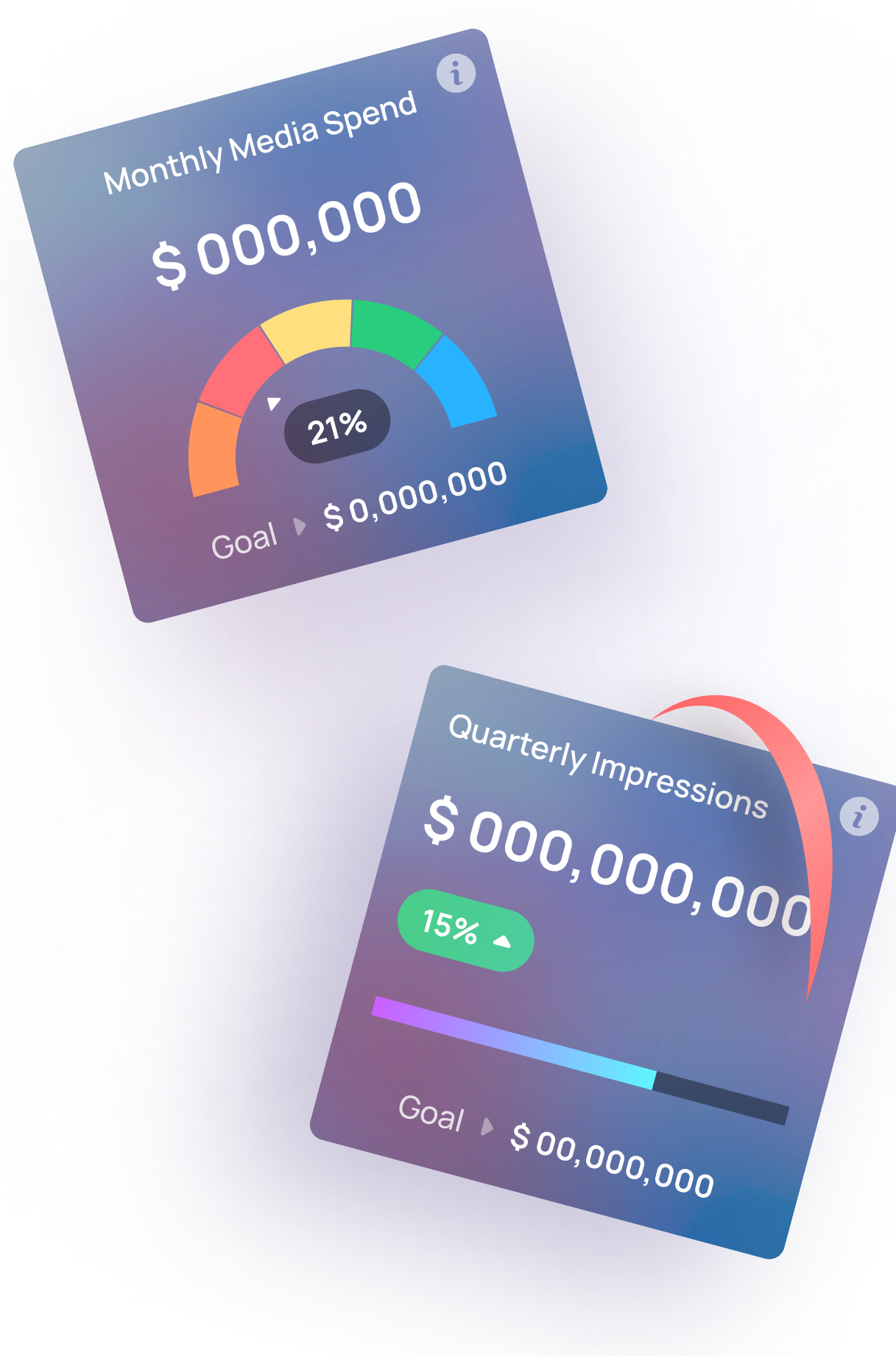
Customer Success Story

Data with a Story to Tell.

PepsiCo is one of the largest food and beverage companies in the world. Beyond the Pepsi soft drink, it has world-class brands covering several categories including **Frito-Lay**, **Quaker**, **Tropicana**, and **SodaStream**.

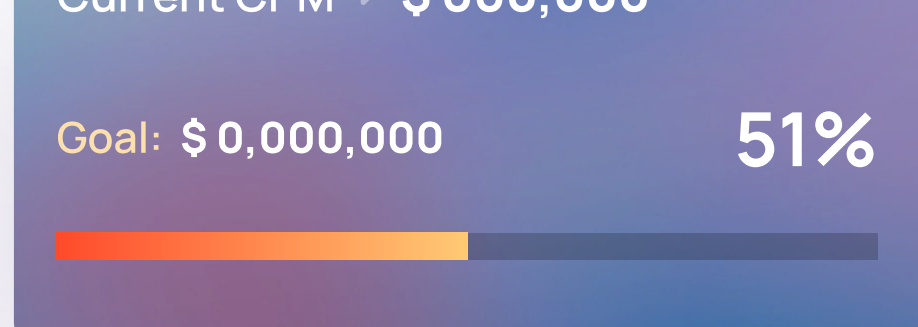
PepsiCo North America, relies on **multiple internal stakeholders** and agencies to drive effective media campaigns.

They needed a media ecosystem that didn't simply visualize media performance, but **delivers meaningful insights** that impact brand positioning and optimized spend, too.



Augmented Insights Engine

Sub-Brand Z was delivering an average **CPM** 17.5% less than planned.



Custom Datorama widgets created from CSS and JavaScript.

Opportunity.

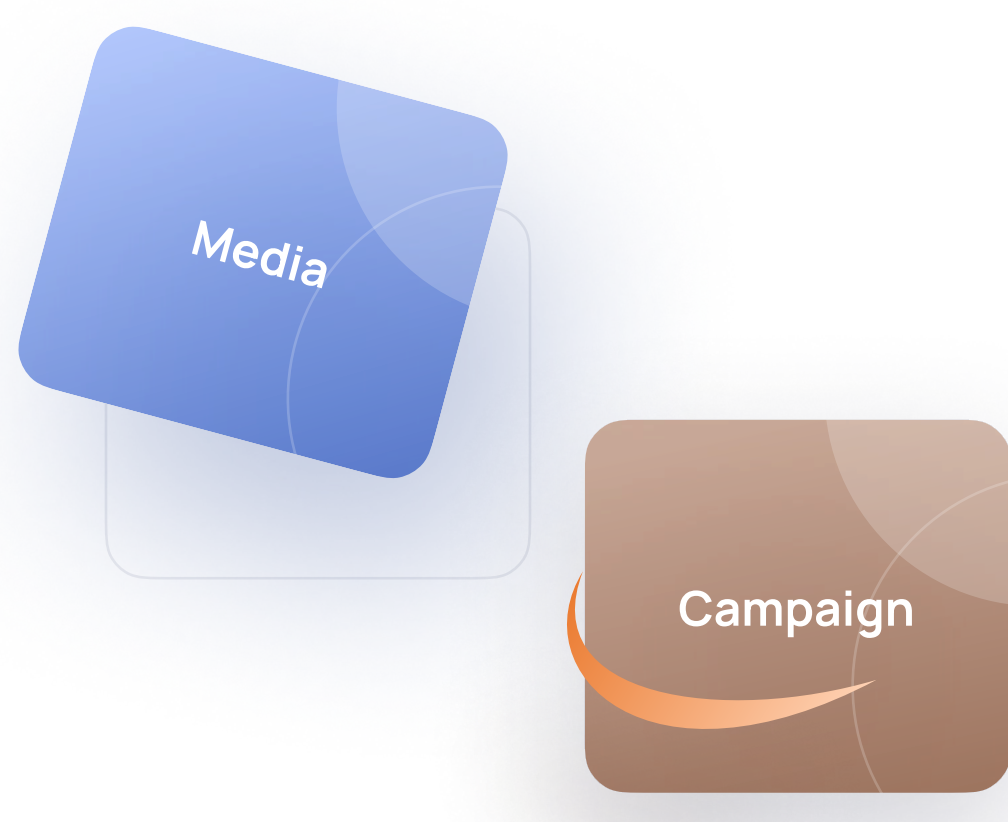
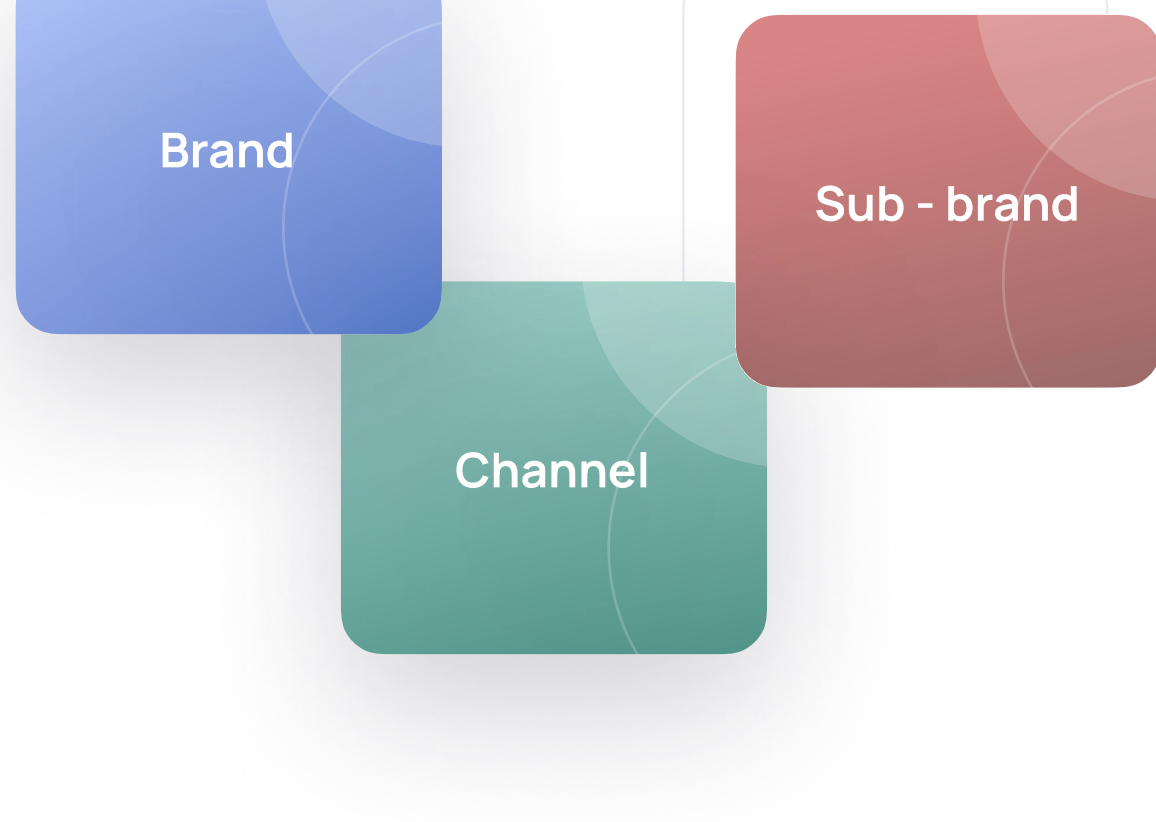
PepsiCo required a solution with **accessible**, **automated**, and **contextually relevant media insights** across its portfolio of brands that could:

1. Transform marketing data into **marketing intelligence**, using Datorama across a growing enterprise of brands and products.
2. Streamline dashboards using **visualization best practices** and templates while creating a distinct user experience with signature visuals.
3. Create an **insights generation machine** to augment human pattern recognition increasing speed-to-insight at the franchise and brand levels.

Data Foundation.

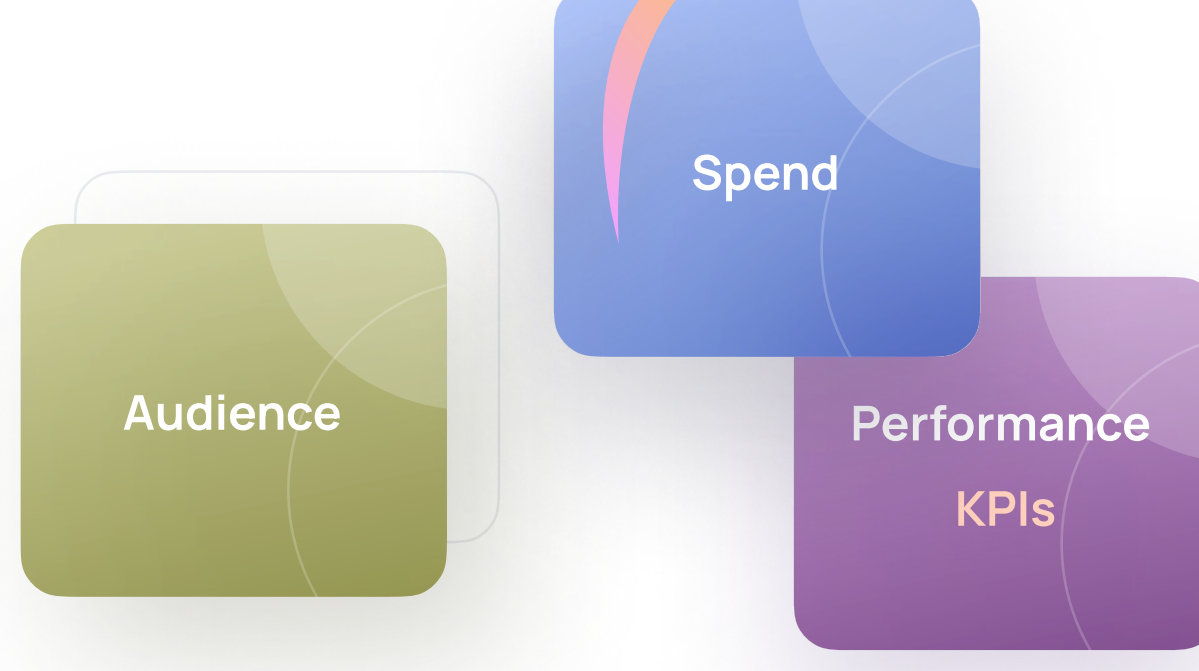
Legacy processes siloed PepsiCo's data, which restricted data collaboration across brand managers and agency stakeholders.

Decision Foundry, a Datorama-certified partner, was brought in to **assign the resources** and **tools** needed to adhere to a robust media placement taxonomy while **revising reporting dashboards** and templates that could work for all stakeholders.



We used Datorama for **data ingestion**, **data warehousing**, and **insight delivery** through dashboards.

Cloud computing services were deployed to **extend the value** and **processing power** needed to scale insights and analytics.



The brand's data hierarchy included seven dimensions created and maintained in CampTag, Decision Foundry's SAAS Taxonomy Building Platform.

Our Process.

To meet the demands of **internal stakeholders**, PepsiCo required more than just re-designed dashboards.

What they truly needed were **analytical insights** that delivered a data-infused narrative built for business users.

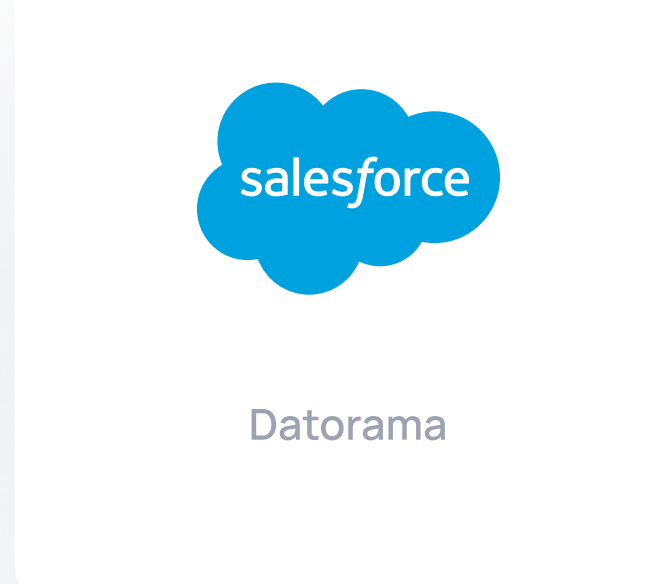
Buy Type	Targeting	Creative Type	Site Name
Top performing campaigns			
1 - Outperform 2 - Average 3 - Poor			
Campaign	CPM	Threshold	Campaign Score
Sub-Brand X Y and Z 01, Programmatic & Direct	8.17	> 4.99	1
Sub-Brand X Y and Z 02, Programmatic & Direct	8.17	> 4.99	1
Sub-Brand X Y and Z 03, Programmatic & Direct	8.17	> 4.99	1

The immediate, critical **task** was to make sure the data was **well-structured**, **accurate**, and **unified**.

We implemented data streams to bring data in a format that creates the **visualization foundation**.

Create **unique business logic** that explained **marketing performance** in business context.

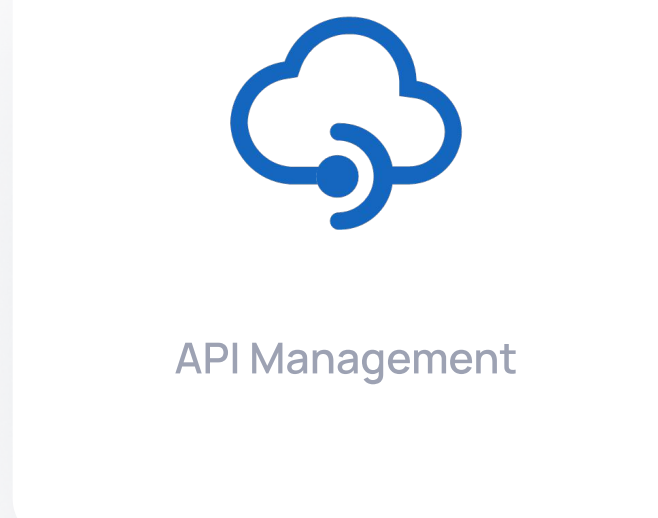
Leverage **Datorama's data management capabilities** to re-calibrate data, recalculate KPIs, assign goals and adjust data granularity.



In collaboration with PepsiCo, we created an effective data narrative and implemented custom widgets using **JavaScript**, **CSS**, and **HTML**.

To handle the sophisticated computations, Datorama was extended with cloud compute for scalable **insights generation** and **automation**.

API Call



We deployed our proprietary **Data Experience Design Framework** to improve engagement and storytelling within Datorama.

APIs were deployed on Microsoft Azure and embedded with **Machine Learning Services** to process media performance data at speed and scale.

API call management was designed and deployed inside Datorama and custom widgets were used to **support real-time insight delivery**.

THE AI/ML Engine

Deployed in Azure with the following features:

1

Comparisons to **benchmarks** and **thresholds** available at the franchise and sub-brand levels.

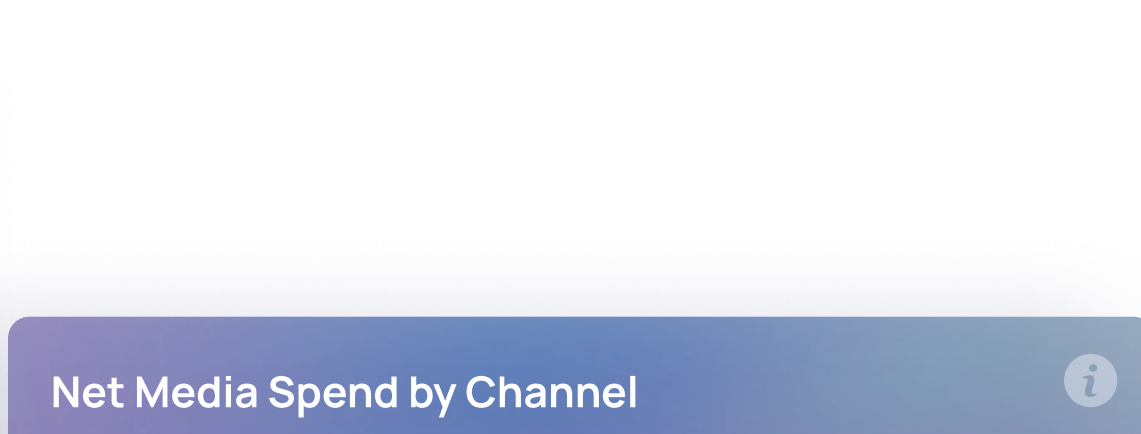
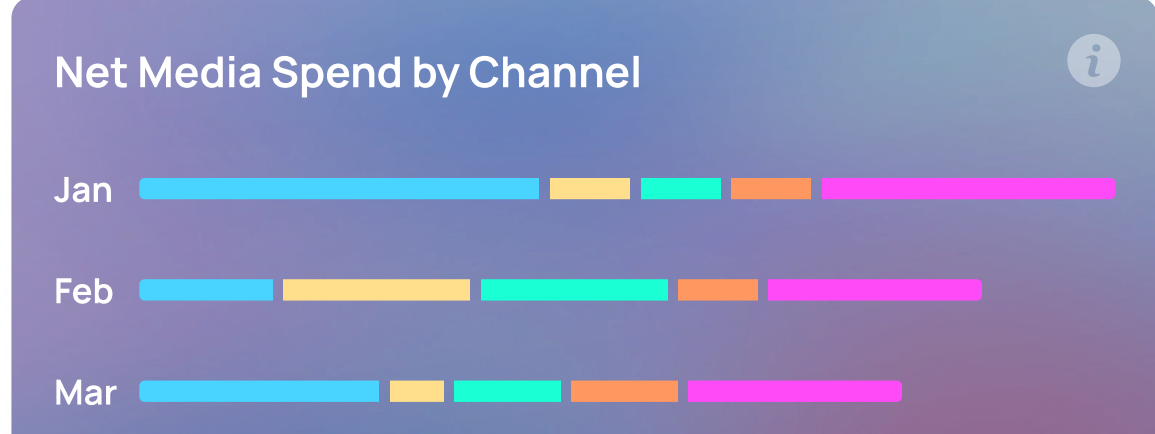
2

Outlier and shift detection within the **campaign spend** and **key performance metrics**.

3

Campaign efficiency scoring was built across **dimensions** of site, **target**, and **creative**.

Outcomes for PepsiCo.



1 Data Hygiene.

Highly **optimized** and **engaging** user experience with **signature visuals**.

2 Speed-to-insights.

Augmented insights made available for immediate **consumption** and **prioritization**.

3 Better Story Telling.

Performance metrics contextualized against **business objectives** for easy understanding of the performance.

4 Better Data Management.

The creation of a **Super Template** reduced the time to deploy **critical updates** and **unified analytics** across brands.