

# MCI-Driven Reporting Revolutionizes Media Performance Across Multiple Markets

Decision Foundry helped the world's leading media investment company with its centralized reporting needs across multiple markets and created meaningful insights.



## Our Client

The world's leading media investment group, driving brand growth through innovative strategies, data insights, and sustainable practices.



Industry

**Media Production,  
Entertainment**



Company Size

**20,000+**



Platform

**Salesforce MCI**



Value Lever

**Data Accuracy, Alignment,  
Track and Measure Performance**

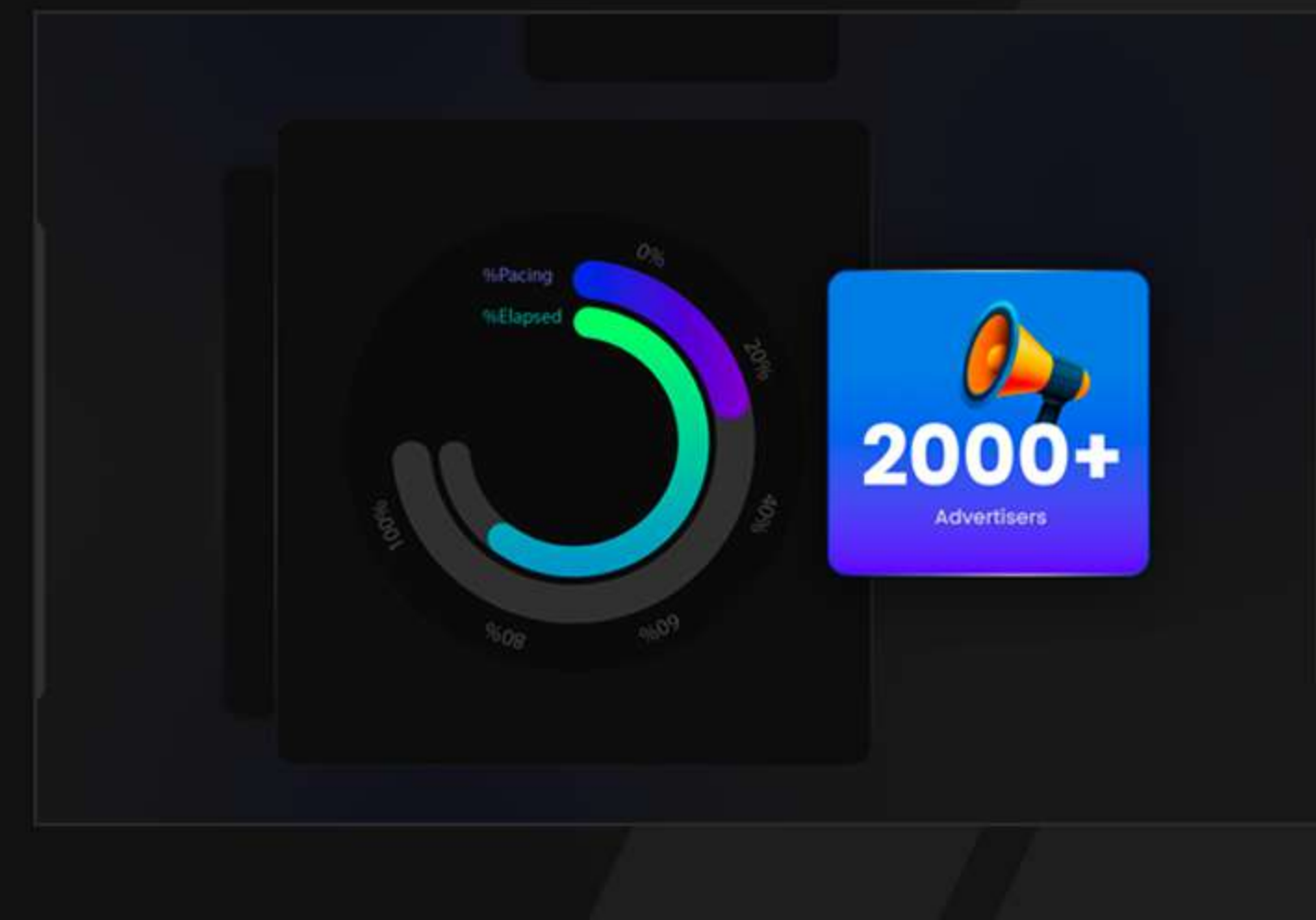
## The Challenge

No centralized standard reporting for EMEA Markets led to inconsistencies in data interpretation & decision making. Different regions using varying metrics & formats resulted in fragmented



# Our Strategy

We held brainstorming sessions to understand the challenges, technical requirements, groundwork, wireframe ideas and structure needed. Some ideas that came from these sessions included a standardized data model, important data sources for EMEA across channels, a hierarchy of the 'x'Report structure, wireframe ideas consistent with the brand's guidelines, and a feedback collection process.



Based on revenue, EMEA markets were categorized into different release waves. The BDR Full (Baseline Digital Reporting) project was a complete Digital reporting coverage and integration platform with local booking systems, inclusion of Data sources, Programmatic Data, baseline processes & decisioning logic.

Pilot wave markets were Scandinavia (consisting of Denmark, Sweden, Norway & Finland), Spain, France, UK and Switzerland. Individual POC (Proofs of Concept) were established for each market. The POCs shared 3 pilot advertisers for different channels. Initial demos were done, and feedback was recorded. BDR FULL was a comprehensive solution and took time to roll out completely, so in the meantime a lighter version called BDR LITE was created. This was a self-service product with standardized views and data models for a limited set of data connectors. This allowed for simultaneous deployment across 18 different markets.

# Our Solution

We created a pre-defined template for booked data or a direct connection to the local booking system. This gave the client automatic spend and pacing calculations and the ability to quickly switch to a local campaign management system. and normalizing the advertiser and campaign names for all sources. Name Normalization across all data sources/channels ensured the 'x'Report access was setup correctly and provided cross channel analysis. A new decision logic setup would set the delivery cost and viewability source at the placement level for cost calculations. This allows the agencies to report reconciled numbers and generate PCAs and eliminates the need to manually calculate spend. Once deployment was completed, we undertook maintenance services such as user management, Quality Checks, and weekly sync-up calls for status updates.



# The Results

The custom Data Automation solution 'x'Report will support campaign performance reporting and analytics for all clients, across all agencies & markets. Standardized metrics & formats will ensure homogenous data definitions, leading to clearer comparisons and insights. The 'x'report allows teams to focus more on strategic decision making & improved insights. Stakeholders could dedicate their efforts to interpreting results, identifying trends & generating actionable steps. The number, variety and nature of all data sources are now handled in a single platform to provide clean data as a part of the data stack. A scalable centralized data automation solution will incorporate new markets & support growth without adding complexity, while interactive & customizable dashboards provide the right views of metrics, KPIs and goals to empower decision makers. Extensive visualization & formula libraries allow them to click — not code — their way to analysis, insights & personalized presentation. Automated scheduled reporting provides teams, clients and partners with the data they need through the delivery methods they prefer, while delivering aggregated reports to MCI for visualization.

