

Customer Success Story

Seaweed Retailer Uses Instant Self-Service Reporting to Lower Marketing Costs

Challenges

- A world-leading manufacturer and retailer of seaweed snacks was struggling with connecting to their data to get Marketing insights. Long processes for extracting insights was stifling marketing initiatives, leading to 10+ hours being spent on reporting.
- The company was looking for a solution that could connect their disparate data sets, and provide automated insights and reporting to their strategy.

Solutions



Instant Marketing Analytics

ConverSight combines disparate data sources, extracting insights and providing instant access to queries through Athena.



Self-Service Reporting

ConverSight analyzes data up to the second, providing up-to-date reporting instead of processing old insights from months-old data.



Streamlined Analytics

ConverSight provides streamlined analytics with all data sources, and reduces time spent on reporting and analytics.

Results

Gained instant automation and insight into Marketing spend and ROI, arming the Marketing team with instant data to make decisions.

95%

Reduction in time spent gathering reports

20

Different data sources connected

Benefits

- Brought together 20+ data sources for analysis.
- Reduction in time spent gathering reports.
- Instant self-service analytics with generative AI.