

Veritone Gives Advertisers Game-Changing Insights Into Spend With Alteryx & AI



Industry
Technology

Department
Business Intelligence

Location
North America

*"The automation process has given us 25% more time on building more robust campaign attribution methodologies, which provide our advertisers with **game-changing insights into their advertising spend.**"*

— Trevor Jones
Vice President, Business
Operations & Analytics,
Veritone

1

Goal

"We soon **hit the limitation on using Excel** due to large datasets and the lack of flexibility to connect to different data sources."

2

Strategy

"We used Alteryx to automate data blending and analytical processing. **Using Alteryx and aiWARE, we've already built custom workflows for each client** to track campaign performance."

3

Results

"The automation process gave us **additional insights we couldn't have otherwise developed.** On the agency side, being able to automate a process that usually takes hours has allowed us to truly differentiate our agency in the marketplace."

4

Next Steps

"We'll continue to automate our processes, and we're particularly excited to **infuse our AI capabilities into the Alteryx Platform,** providing customers with brand-new access to their unstructured data."

Read the [full story](#)



88% in time saved spent in excel spreadsheets

alteryx