





Novus Manages Complex Advertising Campaigns and Forecasts Outcomes with Alteryx

CHALLENGE

Novus wanted to find a fast and efficient way to process the hundreds of variables that go into planning and measuring effective media campaigns.

SOLUTION

Using Alteryx, Novus quickly gleaned strategic insights from hundreds of data inputs to manage the current advertising planning process for its clients while also forecasting anticipated outcomes.

RESULTS

- **Deeper Insights:** Analyzed effectiveness metrics for thousands of placements, supporting timely optimization
- **Hours vs. Weeks:** Produced insights in 30 minutes, allowing for continuous evaluation of and improvement to media targeting efforts
- **Intuitive Workflow:** Simplified processes to create a way to run through multiple cause-and-effect scenarios with many variables

Introduction

As a leading, full-service print and digital advertising agency, Novus provides best-in-class media solutions targeting the right audience at the right time. Its blue-chip clients are some of the most recognizable names across the United States and Canada.

From direct response advertisers to retailers, entrepreneurial companies to agencies, clients trust Novus to bring them a 30,000-foot view of integrated digital and print media buying strategies as well as an understanding of the minutiae of ad specs and rates.

“We access hundreds of data points for use in planning and optimizing campaigns for our clients,” says Margy Campion, Senior Vice President of Business Operations at Novus. “We must optimize our clients’ budget across multiple media products and in the most effective geographic footprint to reach critical customers.”

Situation

In the last few years, Novus has grown considerably, expanding both its client base and breadth and depth of services. Data usage and reporting complexity have increased, both internally and externally.

“Using the power of strategic data insights to deliver value to our clients’ advertising campaigns is more important than ever,” notes Campion. “Advertising options are growing exponentially and we need to ensure each dollar is allocated appropriately.”

To keep pace with a changing marketplace and technology advancements, Novus sought out new tools and software to help manage both its own business and clients’ advertising campaigns. Continuously evaluating success and applying optimization techniques across a universe of potentially more than 3,000 publishers for each client became cumbersome. It was increasingly important to be able to track progress and outcomes in an automated way.

“In today’s fast-paced data-driven world, we could no longer rely on spreadsheets and limited business intelligence tools,” Campion observes. “We saw that trying



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to do V-lookups and formulas in spreadsheets would create issues with accuracy. If we wanted to change one variable in the data, we had to start the entire process over again. We needed to put flexibility and power into the hands of our key business users.”

Solution

After working with *Alteryx Analytics* on a smaller project, the Novus team got a glimpse of the speed and insights that the solution could bring to data analysis. “We began to see that Alteryx made it possible for us to efficiently and accurately manage complex advertising campaigns that had so many moving parts,” recalls Campion.

Using Alteryx, Novus now quickly gleans the strategic insights required to manage the current advertising planning and placement process for its clients. The power of Alteryx also enables Novus to analyze the impact of multiple planning scenarios and forecast anticipated outcomes.

“These are the type of data insights and the accuracy we need to best serve our clients and be a leader in the highly competitive advertising industry,” Campion asserts. “With Alteryx, we crunch vast amounts of data on a weekly and monthly basis to make sure we target the right customers with the right media vehicles at the right times. Alteryx enables us to leverage all the data that’s available today to inform decision-making in a near-real-time basis.”

Using Alteryx, Campion’s team has created a module that allows the business user, without requiring the time of an analyst, to change out a number of data points and run 10 different scenarios in less than half an hour. “With the speed and flexibility of Alteryx, we can now get our clients to market faster giving our clients a competitive advantage,” says Campion. “This level of service just wasn’t scalable before we started using Alteryx.”

Results

Thanks to Alteryx, Novus is growing its business with the power to more quickly execute advertising campaigns optimized to reach their target audiences. “The deep insights we can offer a client in minutes versus days differentiates us from the competition,” says Campion. “Our customers are confident in the full-service strategic capability that we offer, knowing that we use powerful data insights to optimize their media purchase.”

Campion continues, “With Alteryx, we have removed the internal bottleneck created by dependence on IT staff to create reports. Thanks to the Alteryx intuitive workflow, our core business users are able to create their own reports, rather than rely on other employees who are otherwise engaged.”

Now that the Novus team sees what is possible with Alteryx when it comes to optimization efforts, the team can apply Alteryx to other processes. “We are also using Alteryx in our finance group to process huge volumes of data records at the end of the month,” says Campion. “Once they see it takes only seven seconds to manipulate and process data that previously took 15 hours, they are asking, ‘What else can I possibly use this for?’”

When asked to pinpoint the real value that Novus can now offer its customers through its use of Alteryx, Campion was clear, “It’s all about speed to market. Alteryx allows us to quickly get to the place where we can glean the insights out of data to and apply them to real media decisions. With Alteryx, we can react quickly and help our clients capitalize on opportunities faster than traditionally possible.”

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