AGENCY REPORTING AUTOMATION AND DATA INTEGRATION

Digiveletrh 2018

DEATH TO MANUAL REPORTING

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Režim celé obrazovky ukončíte stisknutím klávesy F11

Performance Report

PNO
13%

COMPANY
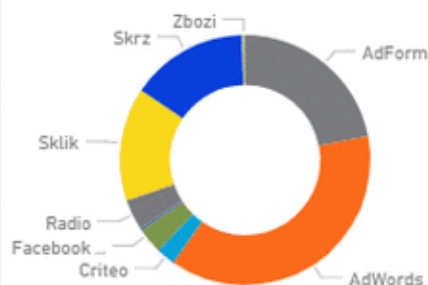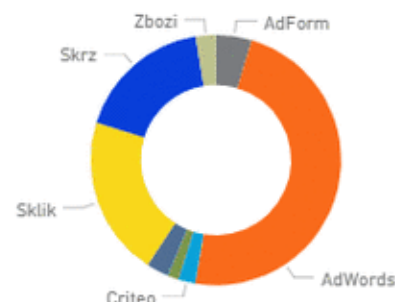
platformName	Spend	impressions	clicks	Conversi...	Revenue
AdForm	4,971,717	1,238,110,638	2,696,144	6,261	5,800,506
AdWords	8,569,279	147,257,902	3,706,097	64,827	87,754,190
Criteo	558,654	33,950,636	388,786	2,971	4,670,686
Facebook Ads	733,987	32,640,486	469,636	1,891	1,157,549
Firmy	0	0	0	137	147,296
Heureka CZ	88,231	0	42,203	3,960	5,513,328
Radio	895,303	0	0	0	0
Sklik	3,324,884	92,546,451	1,332,092	27,938	40,119,657
Skrz	3,440,037	42,434,433	2,042,989	23,677	24,805,091
Sociomantic	0	0	0	0	0
Zbozi	87,263	4,382,562	75,455	3,500	4,145,703
Total	**22,669,356**	**1,591,323,108**	**10,753,402**	**135,162**	**174,114,005**

Spend
Zbozi, Skrz, Sklik, Radio, Facebook..., Criteo, AdWords, AdForm

Conversions
Zbozi, Skrz, Sklik, Criteo, AdForm, AdWords

Visits & Conversion rate
● Visits ● Conversion Rate

Revenue per Channel
channelName ● AdForm ● AdWords ● Criteo ● Facebook Ads ● Firmy ● Heureka CZ ● MysteryChannel4

Get Data   #business
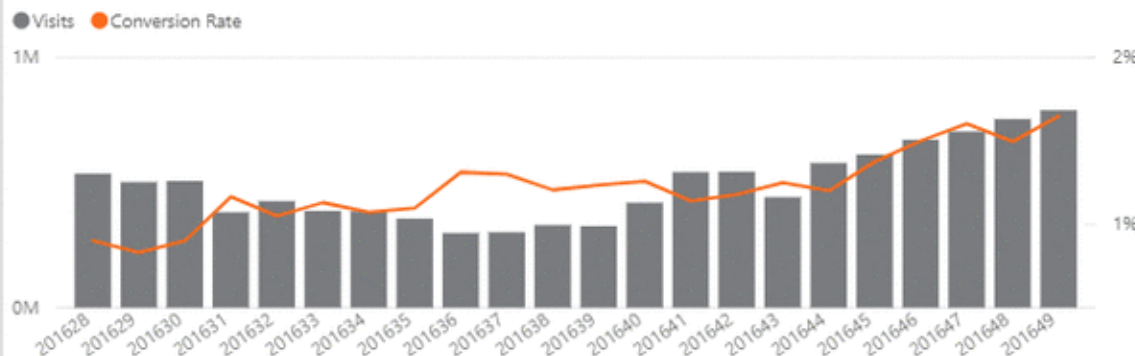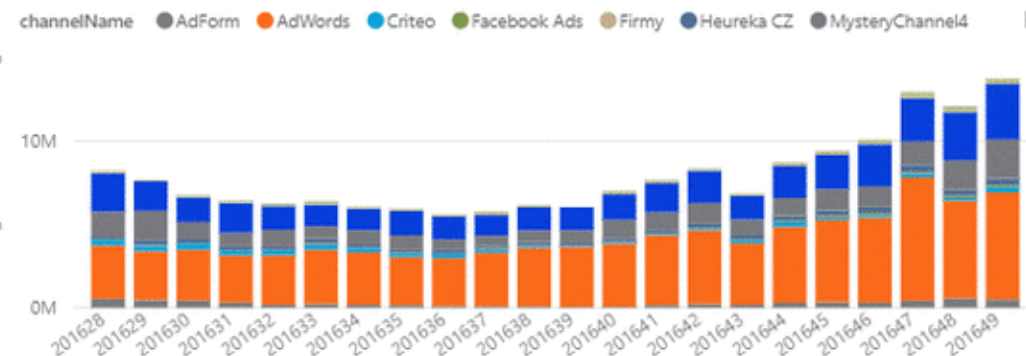
„With Roivenue reporting I was able to cut down on time I spend preparing a report for one client

from 2 hours

to 8 minutes *”*

PPC Specialist

How much time can you save?

Number of clients	Monthly time saved on reporting
10	18
25	46
50	92
100	185
300	555

| ClientName	ClientSite	TeamleaderName	SpecialistName	# Conversions	Real PNO	PNO I.	Max PNO	Real CPA	Real Spend	Spend I.	Plan Spend	Plan Spend Total
ClientB	clientb.hu	TeamleaderA	SpecialistB	728	12.6 %	1	18.0 %	209 Kč	135,903 Kč	-1	120,769 Kč	66,769.00
ClientN	clientc.sk	TeamleaderA	SpecialistD	68	12.0 %	1	28.0 %	233 Kč	14,041 Kč	-1	16,898 Kč	9,338.00
ClientN	clientn.cz	TeamleaderA	SpecialistD	10	258.1 %			3,124 Kč	26,867 Kč	-1	148,553 Kč	82,133.00
ClientN	clientn.hu	TeamleaderA	SpecialistD	0		-1	28.0 %		0 Kč	-1	24,163 Kč	13,363.00
ClientK	clientk.cz	TeamleaderA	SpecialistF	1373	4.7 %	1	13.3 %	134 Kč	164,367 Kč	-1	12,734 Kč	7,038.00
ClientB	clientb.bg	TeamleaderA	SpecialistG	164	30.5 %	1		449 Kč	65,650 Kč			
ClientB	clientb.sk	TeamleaderA	SpecialistG	2118	8.1 %	1	20.0 %	111 Kč	210,223 Kč			
ClientA	clienta.cz	TeamleaderA	SpecialistI	1248	9.7 %	1	15.0 %	75 Kč	83,909 Kč	-1	44,705 Kč	24,725.00
ClientA	clienta.sk	TeamleaderA	SpecialistI	97	15.9 %	-1	15.0 %	122 Kč	10,553 Kč	-1	8,449 Kč	4,669.00
ClientD	clientc.cz	TeamleaderA	SpecialistI	816	26.3 %	-1	25.0 %	502 Kč	365,429 Kč			

Management dashboard
with a view of all clients and their KPIs
gets refreshed daily

Jan Penkala

CEO Acomware

„ Automated reporting allows us to monitor the performance of KPIs across all of our clients.

This gives us certainty in our decision-making, and a perfect overview of our teams' and individuals' activities."
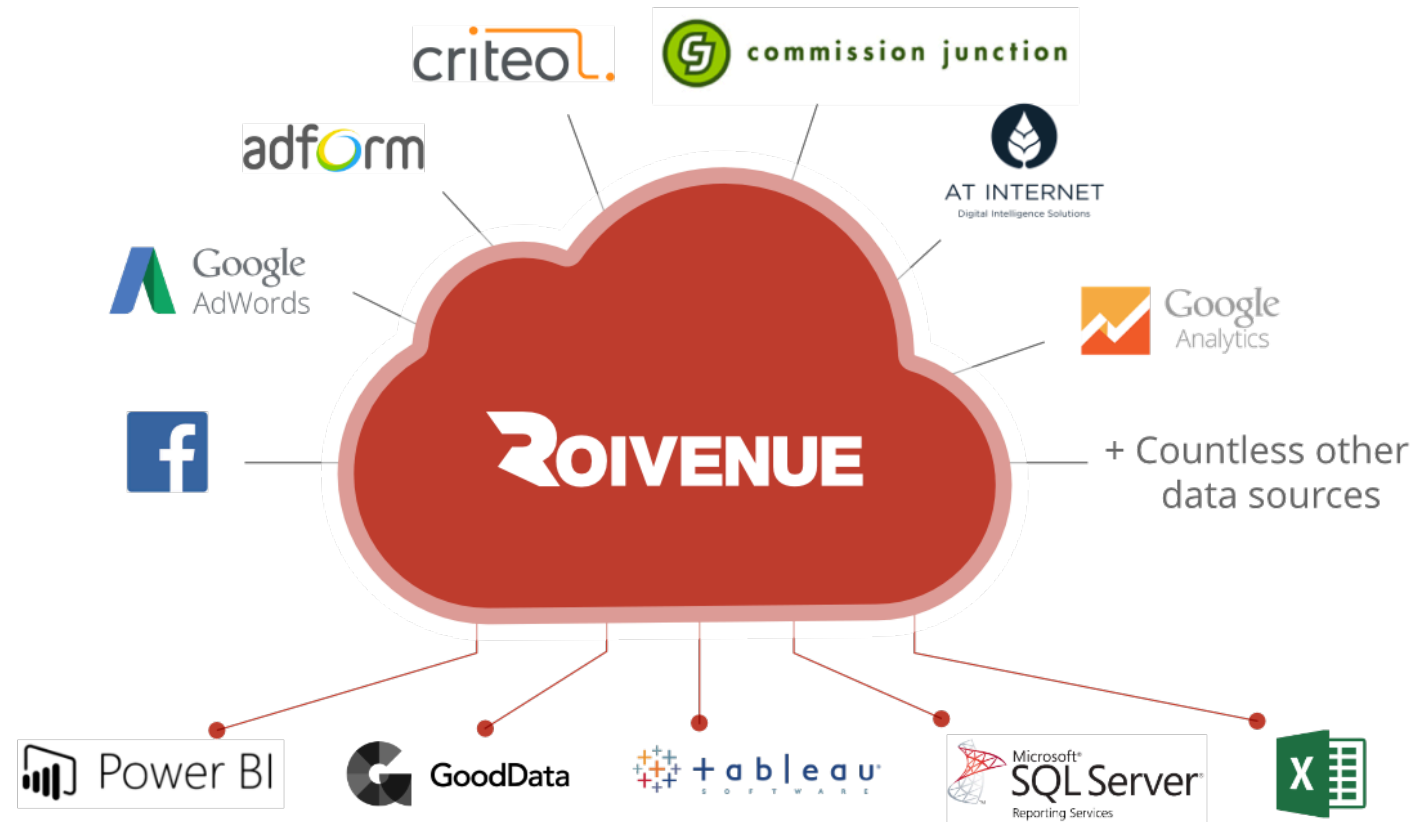
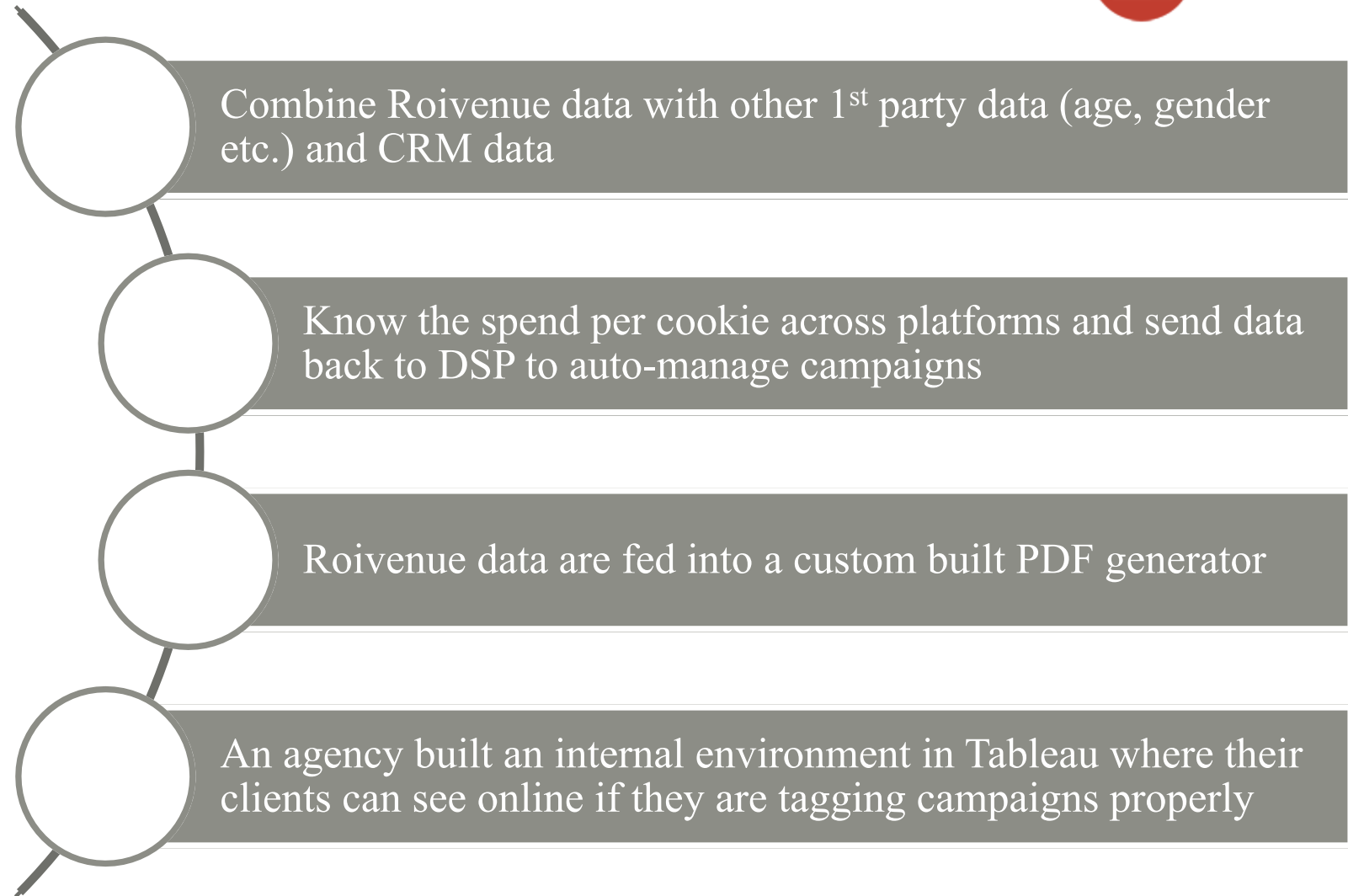# Do more with **Roivenue exports and integrations**

ROIVENUE

+

Microsoft Azure
Blob Storage

=

every analyst's wet dream

Combine Roivenue data with other 1st party data (age, gender etc.) and CRM data

Know the spend per cookie across platforms and send data back to DSP to auto-manage campaigns

Roivenue data are fed into a custom built PDF generator

An agency built an internal environment in Tableau where their clients can see online if they are tagging campaigns properly

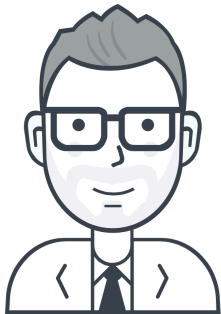And anything else you can think of…

Jiri Siroky

Agency Data Analyst Lead

„ I haven't yet heard an agency use-case that couldn't be done with Roivenue data integration and support. "

Specialist / Account Manager
„I don't have to do reports any-more and can spend more time working on billable hours"

Management
„I can see and react to a problem before clients realize there is one"

Analyst / Data Scientist
„I can finally deliver any report my colleagues and clients ask me for"

Pricing
It cost less than it saves

Number of clients	Monthly time saved on reporting	Internal cost of manual reporting
25	46	32 000 Kč
50	92	45 000 Kč
100	185	93 000 Kč
300	555	273 000 Kč

The solution comes with connectors to most marketing and web analytics platforms, including *Facebook, AdWords, AdForm, DoubleClick, CJ Affiliate, Heureka, Sklik, Skrz, Google Analytics, Adobe Analytics* and many many more.

Roivenue reporting for agencies is a scalable solution for agencies of any size and needs

Get in Touch!

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www.roivenue.com

Contact us to learn more about how Roivenue can take the guesswork out of marketing ROI.

We're happy to schedule a demo for your entire team!