METRIC INSIGHTS

CUSTOMER CASE STUDY

Triad Retail Media turns shoppers into buyers faster by leveraging Push Intelligence, anomaly detection, alerting, and comprehensive internal reporting capabilities

ABOUT TRIAD RETAIL

Triad Retail Media is the leader in digital retail media. It helps leading retailers create, manage and operate digital media programs, turning their highly trafficked websites into valuable publishing properties. Walmart, CVS, Sam's Club, Staples, Kohl's, Office Depot and GameStop are among the major retailers that rely on Triad Retail Media to pioneer how thousands of brands engage, inform and inspire shoppers to purchase.

Triad Retail Media

Triad's goal was to provide its management team with a better way to proactively identify and act upon trends from their large customer base. They identified a big opportunity to increase the frequency for actionable intelligence to be leveraged, allowing them to make proactive decisions. Push Intelligence enables them to gain critical insights into relevant data events, allowing them to surface, distribute, and act on the data truly impacting the business.

"The right data is here – we just want it faster"

Like most companies in such a data-heavy space, the problem is not capturing data but rather finding and acting on it proactively. For Triad executives and senior leadership, the biggest opportunity was to get performance data in a timelier manner, avoiding the need to sift through mountains of data to find what was truly critical to performance at any given time.

They adopted a solution to deliver relevant data at a faster frequency, as well as an alerting layer to inform them of critical events immediately as they occur. The traditional BI solutions are no longer as effective as they once were. They realized it was impractical to think users would have the time, ability, and inclination to scour through all the filter combinations of dashboards to spot the outliers, anomalies or exceptions in the reports they receive.

A concerted effort was required in identifying which metrics were important to each department and what kind of volatility within these metrics should be deemed critical and worthy of notifying the business. Many times, this process was driven by identifying ideal values, tracking metric behavior in comparison to historical trends, or simply the quarterly or yearly goals the business has determined to have each metric meet. Each department had its own unique set of data needs and goals.

Enter Push Intelligence

Triad's initial interest in Metric Insights' platform was to provide detailed and timely information around KPI's to executives in its Sales and Operations departments. Data came primarily from other internal company platforms and was integrated into campaign, setup, execution, and financial metrics. However, with the number of transactions occurring within its large customer base, it became clear that a traditional BI approach would not satisfy Triad's needs. Triad needed to identify what data should be focused on, and how it could get this data much quicker than its current distribution schedule allowed.

In January 2018, Triad rolled out Metric Insights' Push Intelligence platform to its Executive Leadership team, followed by a handful of other senior leaders shortly thereafter. Goals for the rollout included replicating existing KPIs deemed critical by executives as well as creating department-specific KPIs focused on various Sales and Operations metrics and establishing a push delivery schedule and alerting system across all distributed metrics and data. Finally, key users were trained on how to navigate within the tool.

Faster, more focused data leads to a proactive decision-making environment

Following a successful rollout, each department was able to customize the way in which it viewed and tracked its metrics. Users were able to shift from a search and seek or dashboard dropdown process, which, typically, would only provide surface value insights without any indication as to how the metric or KPI has behaved over a given time period. Now however, each department has a more detailed view of their customized, profiled metrics with relevant surrounding information provided for further context.

FOR MORE INFORMATION

www.metricinsights.com

info@metricinsights.com

The Sales department was able to more effectively identify and leverage key insights from targeted metrics to better understand and support desired purchasing behavior with its customers. For example, discovering critical events in pipeline KPIs was no longer a matter of chance as the right sales user received this information directly either via a scheduled data digest, or immediately after a custom alert on a target metric was triggered.

The Operations department could now better track trends in the business and the true meaning behind the daily variances occurring among its metrics. Naturally, receiving this information at a faster frequency led to a better understanding of the data's story. However, the ability that Push Intelligence provided in illustrating how each metric correlated with another, along with a historical time series view of each metric's behavior, helped fill in gaps previously preventing users from seeing the bigger picture.

The Finance department was able to drastically improve its planning and forecasting processes with Push Intelligence. The department also knew much sooner when a KPI was not performing well enough to meet established yearly or monthly plans, allowing action to be taken and performance inadequacies to be righted quickly and effectively. Concerns within metrics are now immediately serviced and remedied before key targets become obsolete or unattainable.

IT was able to achieve the ROI on their investment when the first two alerts appeared. The IT department was able to identify defects in company accounting logic and allowed them to fix it prior to month closing. This saved the company hundreds of man hours that would have been required by downstream data consumers to fix within their monthly financial reporting.

By delivering key metric information on a heightened daily schedule, Triad's Executive suite has a better understanding of the health and efficiency of their departments. By providing each executive with a deeper, richer profile of their KPIs' performance, Push Intelligence enables them to cut out the irrelevant data noise and focus on the critical metric information crucial in determining what changes should be made for the business.