MIS.Crane – Marketing Investment Screening

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Marketing and Media spendings are going through the roof! But you need to find the parts, where you can reduce your spending and increase the results.

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Challenges

- Offline and Digital media spending is difficult to compare.
- Too many advertising platforms are used to be able to oversee spending and find optimization points.

- **Offline marketing spending** is almost impossible to measure without the right data model.
- No **single solutions** exists yet, to automaticly monitor marketing spending from any source apart from MIS.

Ideal Solution

- One monitoring platform for all marketing spending
- Plan and actual spending seen alongside
- KPIs present in the system, not just spendings

- Passion for **optimization**
- Existing **processes** in place
- Clear understanding of **business KPIs**

Desired Outcomes

„With MIS, we are finally able to leave the guesswork behind when it comes to optimizing our marketing spending."

- **Automated monitoring** and reporting
- Quick overview of possible **spending optimization**
- Identification of new **business opportunities**
- **AI ready** with Azure Cloud

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No more guesswork in marketing planning and reporting. Spend smart with MIS!

Automated marketing data import

No more spreadsheets, just atomated ETL processes.

Any marketing platform data can be implemented.

Business KPIs are also included.

Compelling visualization

All data is visualized in stunning custom PowerBI solution.

Daily/weekly/yearly/campaign **reports are generated automaticly.**

**Drilldown** features, to find the right optimization points.

AI ready

Harness the power of **AI** while analyzing your spending.

Machine learning can find the best possible spending opportunities based on business KPIs.

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MIS.Crane + Microsoft Azure
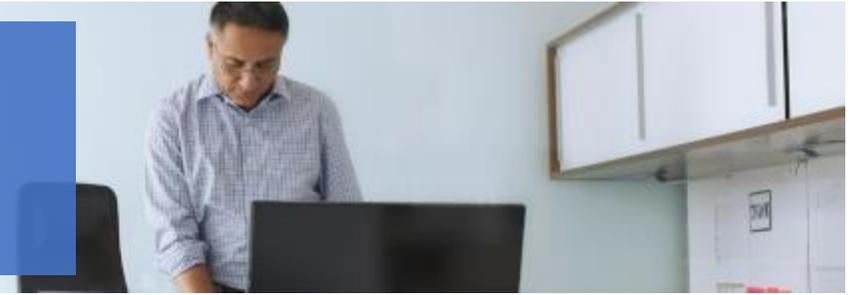
MIS is about handling marketing data from different sources, quickly and effeciently. Azure solutions provide the backbone of this scalable system, while allowing other Microsoft products, like PowerBI to be implemented seamlessly.

Solution Alignment

On demand scaling	AI ready	PowerBI was made for this
• Cloud based solution • Additional services can be implemented quickly	• Azure Machine Laerning Services can be connected easily • Experienced data scientist team	• Seamless and quick integration with PowerBI • Custom visualizations based on MS templates • Significant amount of data present

Customer Success Story

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We are working with OTP since 2017 on this world-first solution, to monitor all the marketing spending. Following our current success, we plan to expand the operation to regional level with OTP.

Our goal is to be able to track even the smallest media spending in every country where the bank is present, while heavily upgarding the AI factor in the forecast and planner modul.

Win Results

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T+3 day reporting from a single software, instead of T+60 days, from multiple systems.

„Closing multiple campaigns in every year, it is a great to be able to save 2 working days on every one of them."