

Accelerating Marketing ROI Insights at Global Automotive Giant

How Core360 accelerated Marketing ROI insights at a global Automotive giant improving Turnaround Time, Unifying and Contextualizing campaigns and drive real time data driven decisions

Overview: The customer was a leading **global automobile manufacturer**, running large-scale, multi-channel marketing campaigns through numerous external agencies. Each agency provided campaign performance data in different formats and timelines, resulting in fragmented, inconsistent data pipelines.

The marketing team **faced a delay of 6–8 months** in gathering and analyzing campaign data, making it **impossible to respond** to market dynamics **in real-time**. Decisions were often based on outdated insights, leading to missed opportunities and inefficient spending.

Solution: Core360 was deployed to streamline and unify the campaign data management process. It **standardized disparate data formats**, enabling seamless integration and contextualization of **both structured and unstructured** data from campaign platforms, regions, competitor benchmarks and demographic datasets.

Core360's **proprietary data folding algorithm** enabled the platform to provide enriched and timely actionable insights, enabling the marketing team to evaluate and optimize campaigns quickly and effectively.

Results:

- Turnaround time for marketing insights **reduced from 6–8 months to just 3–4 weeks**
- Unified, contextualized view of campaign data **across agencies and geographies**
- Ability to make **real-time, data-driven marketing decisions**



Core360 transformed the marketing performance assessment process



Core360 broke down silos enabling automated data harmonization



Core360 shifted the marketing team from reactive to proactive mode



Core360 reduced the marketing turnaround time (7 times)



Increased MROI due to timely interventions