ANALYTIC VIZION

Unlocking Deeper Marketing ROI: How One Retailer Transformed Campaign Performance with Clean Room Insights

A global retailer transformed its marketing analytics capabilities by integrating clean room data from Amazon Marketing Cloud into its enterprise BI ecosystem, resulting in a 15% increase in return on ad spend (ROAS) and improved audience targeting.

> *Before, they had the data, but not the power. We helped them actually use it to make decisions and run smarter campaigns.*
>
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THE CHALLENGE

Despite heavy investment in Amazon advertising, the retailer lacked clarity on performance across brands. Teams were working with static, manual reports and limited understanding of clean room data. There was no centralized way to benchmark ROAS, track campaign impact, or segment audiences effectively. The disconnect between marketing, analytics, and enterprise systems slowed time-to-insight and limited the ability to scale high-performing campaigns.

TOOLS & TECHNOLOGY

Amazon Marketing Cloud (AMC): Served as the core clean room environment for campaign and audience data.

AWS S3: Used to extract and store raw AMC outputs for downstream processing.

Snowflake: Functioned as the enterprise data warehouse for storing historical and refreshed marketing data.

Power BI: Delivered custom dashboards with brand-specific KPIs and advanced funnel analytics.

SageMaker & Jupyter Notebooks: Enabled query execution, transformation, and modeling within the AMC ecosystem.

Python Automation: Powered daily data refreshes and attribution logic for accurate, up-to-date insights.

OUR APPROACH

Analytic Vizion led a targeted, insight-driven engagement focused on turning clean room complexity into enterprise-ready marketing intelligence.

- **Stakeholder Discovery:** Conducted one-on-one sessions with marketing, analytics, and operations teams to align on campaign goals, KPIs, and success criteria.
- **Data Strategy & Architecture:** Designed a scalable pipeline to ingest AMC outputs via AWS S3 and store them in Snowflake with daily refresh and attribution tracking.
- **Dashboard Modernization**: Replatformed static QuickSight dashboards into interactive Power BI views tailored by brand, campaign, and audience segment.
- **Custom KPI Development:** Defined advanced metrics including ROAS, conversion rates, and audience overlap to drive smarter campaign planning.
- **Agile Implementation**: Delivered and refined the solution through iterative UAT and feedback loops to ensure cross-functional adoption and data trust.

Together, these efforts empowered the client to move from static reporting to proactive, data-driven marketing decisions, faster, smarter, and at scale.

THE RESULTS

- **15% increase in ROAS** for key brands after implementing detailed funnel analytics
- **10% boost in customer loyalty program participation** through improved audience targeting
- **Faster time-to-insight** via daily automated refreshes and brand-specific dashboards
- Improved campaign planning and vendor negotiation power through unified, data-driven decision making