

“iDashboards has allowed us to streamline and centralize results data from disparate sources into one place that can be easily accessed by client and agency teams. Data is easily manipulated and transposed into PowerPoint presentations that are shared to a wider group including agency and client management.

—Gary Capreol, Senior Vice President, Director, Media and Analytics

## Producing Unified Results with iDashboards

### CUSTOMER

Cronin and Company, LLC is a full service, marketing communications agency specializing in advertising, public relations, media, analytics, interactive and direct marketing. They provide services to various industries including aerospace, B2B, retail, restaurants, government and healthcare.

### CHALLENGE

Data consistency presented a significant challenge for Cronin and Company, and the agency was finding a number of discrepancies across media managers. The majority of their reports were stored in tables that were often confusing or difficult to understand, especially to those unfamiliar with the format. Additionally, the agency was aggregating data from a number of media channels, including paid search and online display, as well as internal data from various databases, but lacked a unified data bank and data visualization application. Cronin and Company was facing a growing need for a framework that would allow them to present all of their data in a more consistent and meaningful way.

### SOLUTION

Cronin and Company was looking for a data visualization application that would allow them to infuse an element of fun into the design process. Not only did the organization need a solution that was easy-to-use, allowed for on-the-fly customization and was easily accessible, but it also had to be aesthetically pleasing. After evaluating a number of dashboard systems, Cronin and Company ultimately selected iDashboards In Cloud with X Platform because of the product's affordability and visual capabilities.

### RESULTS

The implementation of iDashboards In Cloud has allowed Cronin and Company to develop and maintain a unified databank, providing the structure necessary to build meaningful dashboards. The agency is now able to view a variety of media channels in one consolidated display and monitor real-time metrics from programs such as AdWords, Marin, Bing and Yahoo at-a-glance.

iDashboards has provided Cronin and Company with a return on their investment, largely in the form of time. The agency previously produced more than 30 reports per client, but has since streamlined their reporting process by integrating all of their systems into cutting-edge dashboards. Employees, ranging from C-level to administrative, are now able to review aggregated data on a daily basis, resulting in a more cohesive and well-informed team.