



CASE STUDY:

News Xtend Optimizes Campaign Performance and Productivity with Marketing Intelligence

INTRODUCTION

News Xtend was founded in 2014 as the digital marketing arm of News Corp Australia, and is today a powerful force in its own right. With its results-driven campaigns and customer-first approach, the company helps more than 1,000 small and medium businesses (SMBs) to navigate the world of digital marketing and grow their businesses.

The company's constant innovation and ambition to break benchmarks and set new ones have resulted in a raft of industry awards and 50% year-on-year revenue growth over the past four consecutive years. Datorama has been part of this journey for the past four of these years, and helps News Xtend serve a growing number of customers while driving continual improvements in service.

THE CHALLENGE

News Xtend leverages its scale to allow SMBs to tap into digital marketing products that would typically be too expensive or cumbersome for them to manage on their own. Still, marketing is a significant investment for most SMBs and News Xtend aims to ensure every dollar spent delivers value. To be successful, it needs to continually optimise campaign performance, and provide customers with visibility of results in a way that's relevant to them and their business needs.

News Xtend needed a way to manage all of this at scale. In order to gain insights, the Campaign Management team was spending more than 30 hours per week manually checking campaign performance.

Dashboards were also difficult to customise so the metrics that were tracked and visualised remained uniform across customers. The team needed a way to tailor reports to specific goals and objectives to help their customers reach the next level of impact.

“We don't want to just start a campaign, hit a benchmark, and then sit back and ride into the sunset. We want to break benchmarks, set new standards, and be the best performance team in the world,” said Christopher Stobbs, General Manager, Operations & Technology at News Xtend. “With more than 1,000 campaigns running for more than 1,000 customers, we needed a tool to help us keep on top of how we are performing.”



THE SOLUTION

With Datorama, News Xtend is able to connect and visualise data from more than 10 sources, including Salesforce, Facebook, and Google Analytics and AdWords. Data is blended and presented in a way that allows campaign managers to monitor performance at a glance and take faster action when a campaign is not delivering the desired results. This is supported by a traffic light system which shows how each campaign is pacing against the goal recorded for each customer in Datorama.

Datorama also provides News Xtend with advanced analytics to compare benchmarks of campaigns, both internally and against the industry. News Xtend uses this data to identify best practices and create industry playbooks on how to further maximise campaign performance. News Xtend has also moved all of its customer reporting to Datorama for complete transparency of campaign performance. Campaign managers review the dashboards with customers regularly, using the visualisations to tell a story about campaign performance and also helping customers understand how to navigate the data on their own.

“Our partnership with Datorama enables us to achieve excellence at scale and is an important component in enabling us to provide best-in-class customer service. It also helps us demonstrate ROI to our customers, which is the bedrock of the News Xtend offering,” said Stobbs.

Always striving for improvement, News Xtend has been working with Datorama’s Professional Services team to streamline changes to customer dashboards with a new ‘bulk update’ tool. Now, if News Xtend wants to make a change, it can apply that change to hundreds of dashboards at once rather than spending the time to update each one manually.



With Datorama, we’re able to understand the metrics that matter, monitor these in real-time, and report performance back to our customers and the business in a meaningful way.



EMMA FAWCETT
MANAGING DIRECTOR - SMB
AND NEWS XTEND

*News*Xtend



THE RESULTS

Centralising all of its marketing analytics and reporting onto Datorama has helped News Xtend achieve massive increases in efficiency and greater business impact by constantly optimising campaign performance. Combined with a new structure and collaborative way of working, News Xtend has also equipped campaign managers to serve a 30% larger customer base while increasing customer and NPS scores.

Next, News Xtend plans to double down on these benefits with a 1% improvement program to drive incremental improvements to processes and service. This includes a project to automate data exports for the more than 1,000 customer presentations prepared monthly. Supported by Datorama Professional Services, this project has the potential to save sales reps and campaign managers 150 hours per month, helping News Xtend drive further excellence in service.



The partnership with Datorama’s Customer Success team enables us to achieve excellence at scale and demonstrate ROI to our customers, which is the bedrock of the News Xtend offering.



CHRISTOPHER STOBBS
GENERAL MANAGER,
OPERATIONS & TECHNOLOGY

*News*Xtend

RESULTS AT A GLANCE

Customer satisfaction

- 45% increase in customer Net Promoter Score (NPS) from FY19 to FY20
- 93% Customer Satisfaction Score (CSAT)
- 95% customer retention, reflecting an increase of three percentage points from FY19 to FY20

Productivity and scalability

- Equivalent of 2 full-time roles saved on manual tasks and analysing campaign performance
- 50% reduction in time to onboard new customers, reducing cost to scale
- 150+ hours of potential savings resulting from bulk export of data for presentations

About Datorama

Datorama, a Salesforce company, provides the leading cloud-based, AI-powered marketing intelligence and analytics platform for enterprises, agencies, and publishers. Marketers use Datorama to bring together all of their data and take action on insights to optimize every marketing investment and activity. Learn more at datorama.com.