

Consumer Products Case Study

PROJECT OVERVIEW

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Digital Analytics Audit and Tagging

The client is a pioneer and market leader in the energy and nutrition bar sector well known for its production of organic foods and snacks. The brand and its products have become ubiquitous within the sports and athletic community. Strong brand equity, a robust marketing strategy, and a high-quality product portfolio have allowed the business to successfully meet rising consumer trends for health-focused, on-the-go foods.

The client recently implemented an eCommerce platform as part of their digital transformation to a direct-to-consumer model. This transition highlighted the emphasis on collecting consumer information to better understand their consumer's journey, pain points, and buying behaviors. To do so, the client needed to fortify their digital analytics structure and fill capability gaps.

This client engaged Clarkston to first perform an audit of their digital analytics platforms, data flow, and tagging structure. The second half of the engagement was geared towards training and developing a tactical plan to effectively tag their website and paid media while also refining their digital engagement reporting.

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INDUSTRY:



Energy and Nutrition
Consumer Goods

PRODUCTS AND SERVICES:



Manufactures and sells energy,
nutrition, and snack products

PRIMARY OBJECTIVES:

- Audit and fix website and paid media digital tagging approach
- Train digital analytics stakeholders on digital tagging, reporting, and analysis best practices
- Develop comprehensive digital engagement reporting
- Generate detailed digital analytics goals, metrics, and KPIs

RESOLUTION:

- Conducted an audit of the client's digital analytics set-up and built a concrete digital analytics strategy which included confirming website objectives, goals, KPIs, and measurement
- Established digital roles and responsibilities for tracking and reporting tasks
- Solidified foundational processes around Google Tag Manager tagging, UTM tagging, digital campaign set-up, reporting, and insight sharing through training and education
- Built reporting dashboards to capture digital engagement and assist product managers in generating consumer insights

KEY BENEFITS:

- Clearly defined digital goals with measurable KPIs
- Faster campaign launch times and increased data accuracy as a result of newly implemented processes
- Comprehensive reporting dashboards that empower the marketing team to effectively optimize campaigns and measure performance
- Increased digital analytics aptitude as a result of training and educational resources
- How much money do I need to invest (and where) to hit my revenue target in Q3?

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**Increased digital data
accuracy**



**Implementation and
adherence to campaign
and website tagging, and
reporting processes**



**Robust reporting
dashboards to inform
consumer insights**



**Improved skills and
knowledge around digital
analytics best practices**

