

# Large Government Department

Real-time dashboarding & media  
optimisation



# The Context

Budget cuts and increased public scrutiny mean that, more than ever, Government departments must make every pound spent work as hard as possible.

Nowhere is this more pertinent than in marketing and communications.

With ambitious targets and a large, high publicity remit aimed at engaging an audience both within the UK and beyond, this Government department had to ensure that it's communications remained as impactful as possible throughout campaign periods. They asked Fuel to help them achieve this.

## The Challenge

The client had no ability to continuously track and measure the impact of media spend to inform messaging content and future spend allocation.

As well as this, they couldn't influence spend in social and digital channels once a campaign had gone live.

Their goal was simple: to be able to optimise future media spend to ensure maximum impact of messaging and track performance of content across channels during a live campaign.

# Taking the Fuel approach

**“THE REAL-TIME REPORTING CAPABILITY ALLOWS TACTICAL CHANGES DURING LIVE CAMPAIGN PERIODS”**

## The Solution

To address this, we broke down the brief into 2 key requirements.

Firstly, to track campaign performance, we would need to aggregate media journey and brand health data to provide accurate reports. Secondly, the reports must be readily accessible and provide information both retrospectively and in real-time, allowing for ‘in-flight’ visibility.

Once the scale of requirement had been established, Fuel began developing the insight and reporting tools necessary to meet the brief.

First we created an aggregated business reporting suite; a dashboard which aggregates all data points into a coherent visualisation against various KPIs. These included not only media performance engagement figures, but brand health and public awareness data also, gained through market survey polling.

## The Reporting Suite

1



Business Reporting

2



Campaign Reporting

3



Pulse Reporting

Fuel then built a comprehensive campaign evaluation report after each phase of marketing activity, providing performance measurement on individual media channels, performance comparisons across media channels using common measures, and forming a data-led justification for optimisation of future campaigns.

Finally, we built a digital & social ‘pulse report’, running continuously to capture and assess performance of both low-level channel spend and ‘burst’ campaign activity. What’s more, the real-time capability of the report allows the client to make tactical changes to digital and social channel spend while the campaign is live.

# The Results

These tools provide the client with a means to accurately measure media campaign performance against actual behaviour change by incorporating qualitative brand health and survey polling data as well as commercial spend metrics, all on a continuous basis and to stable KPIs.

Optimised use of these tools will also enable the client to undertake assessment of creative treatment and messaging in-flight, meaning an agile, responsive campaign.



*"Fuel's understanding of our specific challenges, and their ability to translate this into delivery of a tailored solution, has been vital to ensuring we maximise the value of our campaigns."*

Senior client stakeholder

# About Fuel

Fuel is a marketing data and analytics agency. We believe those brands that thrive in the ever-changing future will be those that harness the combined power of data, analytics, technology and communication. We specialise in harnessing customer data to power profitable growth.

We pride ourselves on providing CRM expertise to some of the world's leading brands, including Lexus, E.ON and Domino's. We are the only data agency to have won Gold at the IPA Effectiveness Awards, the DMA Awards and the Marketing Week Data Strategy Awards.

Fuel is part of the Engine Group, the UK's largest independent marketing communications agency, providing a full breadth of marketing services covering advertising, social media, sponsorship, marketing, data, public relations and brand consultancy. We have 13 agencies in the group who between them work with one in five of the UK's top 100 marketing spenders.





[www.fueldata.co.uk](http://www.fueldata.co.uk)

[enquiries@fueldata.co.uk](mailto:enquiries@fueldata.co.uk) +44(0)203 128 8000

60 Great Portland Street  
London  
W1W 7RT