

[We help marketing teams improve their data quality and go from gut feeling to data driven growth]





Valio is offering the taste of Nordic nature since 1905, is a brand leader in Finland and a major player in the international dairy ingredients market.

Valio's product development follows in the footsteps of Nobel Prize winner A. I. Virtanen, and the company holds over 300 patents in 50

"Data Scientists can concentrate on data analytics instead of spending time on data collection."

Case study: Valio

Challenge

When starting co-operation with Madtrix, Valio felt it was necessary to streamline the processes that produced marketing, sales and market information and centralize the data from disparate sources in order to make the information instantly available throughout the organization.

Solution

Madtrix integrates and models the data from multiple marketing data sources like

- Facebook Ads
- Google Ads
- Google Analytics
- Google Campaign Manager
- Google Display & Video 360

The integrated and enriched data is delivered to Valio's analytics tools to give the users a comprehensive view on the sales and marketing performance drivers - all in one place.

Benefits

- Increased data quality
- Using data in sales and marketing to serve customers better
- Concentrate on analytics instead of data management and data preparation



DIEVISION

Dievision is Agency for communication, emotion and transaction

With extensive range of marketing expert services all the way from strategy, content design, digital marketing to technology.

"We like it how Team Madtrix interacts with us: they are always available for us, helping us with the solution & they will always listen to our development ideas"

Case study: Dievision

Challenge

Data from various applications is not integrated and missing business context. Data management for efficient cross platform reporting with over 100 ad and website accounts.

Datasources

- Adform
- Facebook Ads
- LinkedIn Ads
- Google Campaign Manager
- Google Analytics

Benefits

- Integrated high quality data to analyze cross channel performance and media buys
- Marketing planners can focus on analytics instead of data collection and building manual reports
- Standardized metrics and access to same data for all stakeholders



Breakthroughs that change patients' lives.

Pfizer helps strengthen health systems and improve access to quality healthcare services for patients around the world.

"Thanks to Madrix, we now have one common way of reporting KPIs and have them within reach of all our representatives online"

Case study: Pfizer

Challenge:

Pfizer Finland and Sweden had data spread around the organization in various applications. Manual country level reporting consume a lot of time. Limited access to data and KPI's. A lot of focus was on the activities instead of the results.

Datasources:

- Iqvia
- Salesforce
- Open prescription data
- Internal systems

Benefits:

- Unified view to sales and marketing activities, market share and revenue
- Focus on the results instead of just activities.
- Teams empowered with 24/7 access to information that drives the results
- Time saved with automated reporting and dashboards