



PROPLUS DATA

P R O S P E C T I N T E L L I G E N C E

Technographics
Data

Intent
Data

ICP | TAM
Predictor

Next Tech
Purchase

Buyer Persona
Insight

Contact
Data



CASE STUDY

2024 - 03



HOW PROPLUS DATA'S
DASHBOARD RESONATES
POWERFUL MESSAGE THAN AN
AGGREGATED TOOL?

About Client

Our Client empowers companies of all sizes with the tools and technologies to bring ideas from concept to creation faster and more efficiently. Their comprehensive digitalization platform bridges the gap between the physical and digital world, giving companies the agility and flexibility to innovate across the entire product lifecycle.

Industry

Computer Software

Employees

24,000 +

Region

Global

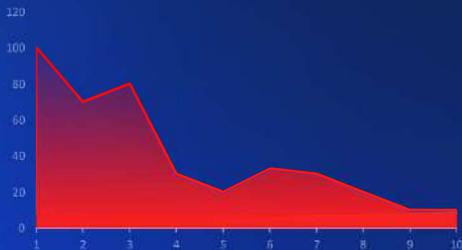
Business Needs

To have a single, integrated and a centralized Business Intelligence solution to improve the quality of data analysis and increase the organization-wide decision making speed and interactivity.

Our Clients Challenges

1 Decentralized Dashboard

Our clients valuable data was scattered across different systems, making it a tedious task to gather everything needed for a comprehensive analysis. This fragmented landscape hindered getting a clear picture of overall campaign performance, ultimately hindering informed decision-making.



2 Lack Of Customization

Their general dashboard failed to showcase the unique goals and metrics of different campaigns. This lack of customization limited the effectiveness of the dashboards from gaining the specific insights they need to optimize each marketing efforts across globe.

3 No Real Time Progress Tracking

They struggled to track the performance of individual campaigns, leaving them in the dark about progress and effectiveness. This lack of real-time insights made it difficult to adjust strategies on the fly and ultimately maximize their ROI.

4 Surface-Level Visualization

Our clients lacked the interactivity needed to uncover hidden gems. They can't easily drill down and explore trends, potentially missing valuable insights that could optimize campaigns and boost ROI.

ProPlus Data's Solutions

1

We replaced their decentralized dashboards with a comprehensive, centralized platform. This one-stop dashboard provided a holistic view of all campaign data, streamlining analysis and eliminating the need to chase down information.

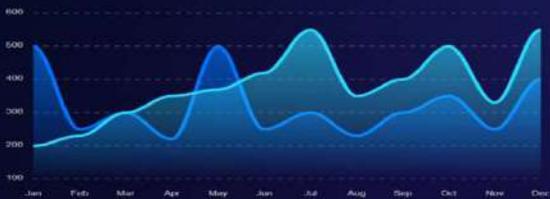
Projects Overview

47 completed this month.

COMPANIES	MEMBERS	BUDGET	COMPLETION
Chakra Vision UI Version		\$14,000	60%
Add Progress Track		\$3,000	10%
Fix Platform Errors		Not set	100%
Launch our Mobile App		\$20,500	100%

Sales Overview

+30% more in 2024



2

We implemented customizable interfaces that showcase the unique metrics and goals of each campaign. This laser focus equipped their team with the specific insights that they needed to optimize their marketing efforts across the globe.

3

Our real-time progress tracking kept their projects and campaign updated. This helped them analyze the impact of their strategies as they unfold, allowing for adjustments on the fly and maximizing their return on investment.

Today's Users

27,200 +72%

New Clients

1,762 +12%

Retention

302 +5%

Total Sales

131,762 +21%

4

Those static reports were going nowhere, hence we provided our client with an interactive dashboard that they can now drill down to miniscule details and explore trends with ease, uncovering valuable insights that had remained hidden.

About ProPlus Data

A leading Data-as-a-Service (DaaS) provider that empowers businesses to transform complex data into a strategic weapon for growth. ProPlus Data's cutting-edge solutions and expert guidance help you target the right audience, predict buying behavior, optimize campaigns, and allocate resources with laser focus.

ProPlus Data caters to a diverse global clientele across all industries. The Company has a presence across four continents with significant delivery centers in the India, United Kingdom and Japan. To learn more about ProPlus Data, visit www.proplusdata.com

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