BellaSports

Pure Faster Run

BellaSports is a sportswear company that is about to release a new line of running shoes. Corporate marketing has created a global advertising campaign to increase awareness with potential customers. Now, we have been tasked to run the campaign in our country's media.
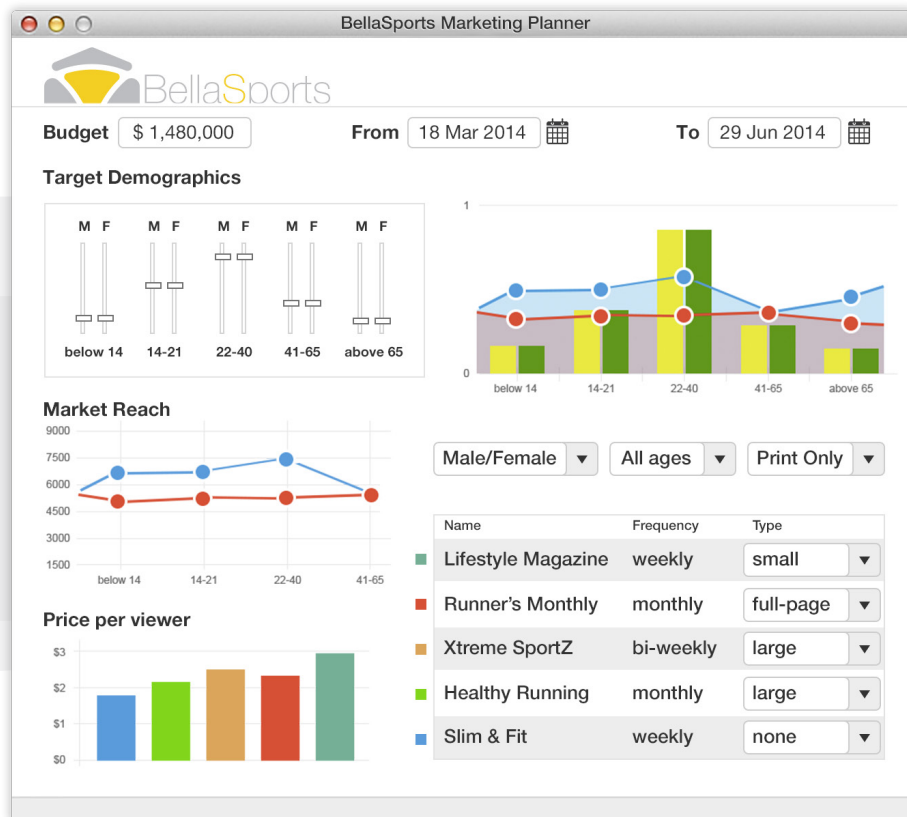
Plan your Marketing Campaigns with BellaDati

We need to evaluate the cost and effectiveness of various media to reach the different segments of our target audience. We want to find a combination of channels that will allow us to reach the highest possible level of awareness given the budget we have received from corporate marketing.

For previous campaigns, we created a spreadsheet containing the various available media channels with their respective cost and audience reached. With this sheet, we could try out various combinations, view their cost and results, and ultimately choose one of them.

Recently, the BellaSports IT department has developed the BellaSports Marketing Planner (BMP), a planning application using embedded BellaDati to increase efficiency for local marketing offices like ours.

With BMP, we can automatically import media demographics and pricing from the advertising agencies, only resorting to manual entry for those who don't provide their data online yet. Then, once we select the demographics to target and enter a budget, BMP immediately gives us an overview of the most efficient options - without having to go through them all one my one manually!

As we select media to include in our campaign, BMP automatically updates, showing the expected reach and suggestions how to cover the remaining audience segments!

With BellaDati Embedded, not only did we save a lot of time, we have more thoroughly analyzed our options and created a more efficient campaign run!

BellaDati is Agile BI, Pure Web Application, Complete BI Solution

Cloud or On-Premise
Deploy in the cloud or install On-Premise. All you need is web-browser or mobile device.

Analytics Platform
with API and SDK for creating Embeded Data Solutions. Deliver BellaDati as Your Brand.

Mobile BI
Pull reports out of your pocket on- or off-line with BellaDati Mobile for iOS and Android. Filter, share and comment or harvest new data on the go.

BIG Data and Predictions
In Memory Real time Statistics and Prediction with SAP HANA.

NO-SQL/SQL biz data integration and analysis
from more than 100 databases, APIs, Cloud Solutions and Social Networks.
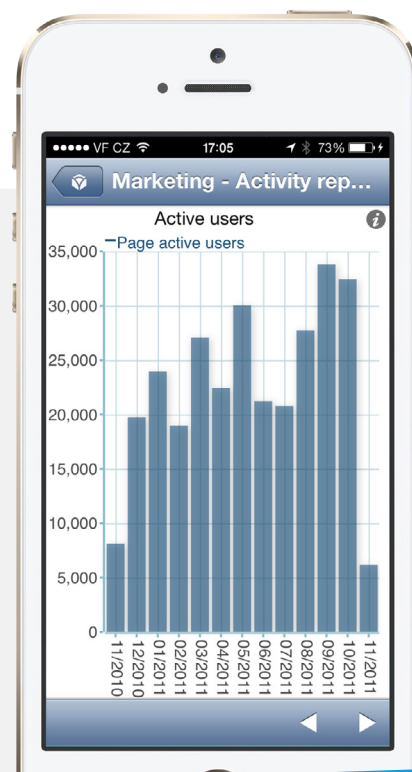
Social network for Data Discovery
Realtime collaboration on the insights. Search, share, copy, export, get notified on data changes.

BellaDati Cloud

BellaDati On-Premise

Ask for more use cases...

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BellaDati