



Transforming SMS Campaign Reporting: Empowering Data-Driven Decisions with Custom Tableau Dashboards



Reduced report generation time from hours to under 5 minutes



Successfully tracked over 400 campaigns



Developed multiple dashboards to provide comprehensive insights



Client

Our client is a telecommunications provider offering mobile, internet, TV, and home phone services. It operates an extensive wireless and wireline infrastructure network and has a reputation for investing in advanced technology and innovation. The client is committed to improving the customer experience and supporting the communities it serves through philanthropic initiatives.

Challenges

Our client told us they lacked a reporting system for their in-house SMS campaigns which were running on Munvo's SMS Gateway. They needed help determining which data to collect and how to present it effectively. Additionally, they wanted to migrate from a third-party reporting solution to Tableau, requiring us to audit their existing dashboards, understand their functionality, and create dataflows to integrate the data into the new system seamlessly.



Solution

Our solution involved the development of **2 customized Tableau dashboards** aligned with the existing reporting structure while catering specifically to Adobe Campaign and SMS Gateway.



Dashboard 1 focused on providing an overall performance overview of campaigns. Users could drill down based on selected periods and campaign groups to view key metrics such as the number of sends, deliveries, opens, failures, clicks, unique clicks, and corresponding rates.



Dashboard 2 offered a detailed view of campaign deployment volumes. Users could compare daily, monthly, and quarterly volumes for sends, deliveries, opens, failures, and clicks for specific campaigns, campaign groups, and designated timeframes. This comprehensive approach gave the client a clear understanding of their campaign performance and allowed for effective analysis and decision-making.

Benefits

Munvo was able to provide several clear benefits to our client:



First, they gained the ability to monitor their campaign performance daily, enabling them to identify top-performing campaigns and make necessary adjustments.



Second, our reporting solution allowed them to drill down into specific campaigns and periods, providing a more focused and detailed view of their data.



Third, the client could confidently rely on the insights derived from the report and share the findings with internal stakeholders, facilitating data-driven decision-making.



Finally, by no longer relying on a third party, the client had complete control over their SMS campaigns, which could now be effectively monitored within the reporting system we developed.



Results



Custom Tableau dashboards **provided valuable insights into SMS campaign KPIs** like opens, clickthrough rates, and unique clickthrough rates.



The developed reporting solution **empowered informed business decisions** through efficient data analysis and presentation.



The report was designed for **easy connection to diverse data sources**, allowing for seamless automation.