

CASE STUDY

How a Global Brand Cut Monthly Portfolio Reporting Time by **95%**

Overview

A global brand operating hundreds of ecommerce websites spent **20+ hours** each month compiling performance dashboards for stakeholders.

Growing reporting requirements made the process increasingly time consuming and difficult to maintain.

The Challenge

- ▶ Data was spread across GA4, Google Ads, Local Business Profiles, Search Console, CRM platforms, Meta, email, and internal systems
- ▶ Monthly reporting consumed 20+ hours, leaving little time for meaningful analysis
- ▶ As new brand websites and data sources were onboard, it became difficult to scale



The Solution

Using the Launchpad platform, Calibrate helped automate the extraction, transformation, and loading of data from 8 separate sources into the brand's BigQuery environment.

A single Data Studio dashboard now provides a **centralized view of performance** across marketing and business systems.

The Results

95%
less time
spent on monthly reporting



Monthly reporting now takes **30 minutes**, not 20+ hours



8 data sources consolidated into a **single dashboard**



Faster insights and more time for analysis