

The background features a stylized mountain range composed of various shades of light blue and white triangles. A dark blue horizontal banner spans the middle of the image, containing the title text. A portion of the banner has a fine white dot pattern.

# MARKETING INTELLIGENCE CASE STUDY

# MARKETING INTELLIGENCE CASE STUDY:

## Unified Data Platform for Marketing Intelligence

DigDATAble Ltd

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Chief Data Strategy & Insights Officer

DATE

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## CASE STUDY

# INTRODUCTION



**DigDATAble Ltd**

A growing **marketing consultancy firm** was struggling to manage **data scattered across outdated systems and siloed sources**. With **legacy Power BI reports** offering little actionable insight and teams manually consolidating spreadsheets, leadership lacked a clear view of performance metrics. We partnered with them to implement a modern, unified data solution using **Microsoft Fabric**, transforming their fragmented reporting landscape into a **centralised, insight-rich platform**.

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The client faced significant data challenges stemming from outdated infrastructure and inconsistent processes:

### ◆ Disparate Data Sources

- Client data was scattered across CRM systems, Excel files, email exports, and old SQL databases with no integration.

### ◆ No Single Source of Truth

- Different departments worked off conflicting datasets, creating duplicated efforts and reporting inaccuracies.

### ◆ Legacy Power BI Reports

- Existing dashboards were outdated, hard to maintain, and lacked interactivity or executive-level summarisation.

### ◆ Slow Decision-Making

- Business leaders spent days collating insights, delaying campaign decisions and resource planning.

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# SOLUTION

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We delivered a **comprehensive, cloud-native solution using Microsoft Fabric**, enabling **true data unification and self-service analytics**:

### 1. Data Integration & Modelling

- Consolidated CRM, campaign, financial, and customer journey data into a single Lakehouse using Fabric.
- Applied data governance, lineage tracking, and standardised KPIs.

### 2. Modern Power BI Dashboards

- Designed intuitive, role-based dashboards with interactive visuals and drill-downs.
- Provided executive summaries and deep-dive analytics in one environment.

### 3. Self-Service Capability

- Empowered marketing analysts to explore data securely without dependence on IT.

### 4. Automation & Scalability

- Introduced automated data refresh pipelines and audit-ready data models for compliance.

# CASE STUDY

# RESULTS

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The transformation delivered **rapid and measurable impact**:

- **Unified Data Platform**

Replaced 6+ data silos with a trusted single source of truth.

- **Time Savings**

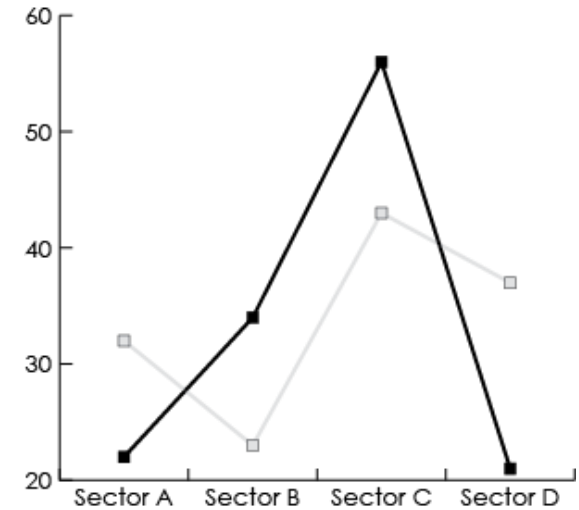
Reporting time dropped by 70%, enabling weekly executive reviews instead of monthly.

- **Improved Decision-Making**

Real-time dashboards offered visibility into campaign ROI, customer segments, and sales funnels.

- **Future-Proof Architecture**

Scalable solution supports future AI/ML integration and advanced analytics.



## CASE STUDY

## TESTIMONIALS

DigDATAble Ltd

"We now have data we can trust. I can walk into any board meeting with a live dashboard and make confident decisions."

”



*Head of Strategy, Leading Marketing Consultancy  
(Name withheld for confidentiality)*

“



## CASE STUDY

## CONCLUSION

DigDATAble Ltd

This project highlights how a **modern data stack**, grounded in **Microsoft Fabric**, can unlock deep marketing intelligence. By centralising and enriching the client's data ecosystem, **DigDATAble** delivered a **robust platform for real-time insight, efficiency, and strategic agility**.



# BOOK A FREE CONSULTATION NOW



## **Michael Samiotis**

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## **Join the transformation with DigDATAble Ltd.**

Struggling with fragmented financial processes? Let's talk.

Contact us at **contact@digdataable.co.uk** or visit our website at **<https://digdataable.co.uk>** to discover how our smart, scalable solutions can streamline your operations and boost financial visibility.

**Let's unlock the power of your data — together.**