

# Transforming a Global FMCG Leader into a Data-Driven, AI-Enabled Marketing Powerhouse



ELAIT

## Implementation Of AI Powered Data Platform Achieves 14 x Faster Post Campaign Analysis Time & 10% Uplift In Marketing ROI.

### Challenge

- Fragmented marketing data spread across 11,000 ad accounts & 21 disconnected sources, limiting visibility & slowed down decision-making
- Inconsistent campaign structures & low data quality (only 20% analytics ready) prevented advanced modelling & AI adoption
- Marketers unable to access timely insights, relying on manual reporting & slow post-campaign analysis cycles



### Solution

- Built the global data platform, unifying all marketing data into a single, trusted architecture across 185 countries.
- Implemented consistent campaign IDs, automated data hygiene to support AI-enabled tools, including generative BI dashboards & self-serve MMM (Plan IQ)
- Empowered 3,300 marketers with natural-language insight generation & real-time scenario modelling to optimise spend & performance



### Outcome

- Created an intelligent, AI-enabled marketing ecosystem recognised as Data-Driven & AI-Enabled Brand of the Year (2025)
- Achieved a **14x faster post-campaign analysis time, saving 77,000 hours p/a of manual work**, enabling consistent global insights for 12,000 marketers.
- **96% analytics-ready data quality, & a 10% uplift in marketing ROI**
- **Generated \$2.5b in incremental revenue** >3 years through AI-driven optimisation & consistent, data-led decision-making.

