

Global digital performance measurement infrastructure at scale

GROUPE RENAULT

Groupe Renault is a global car manufacturer headquartered in France making business through 5 main brands (Renault, Alpine, Dacia, Lada & Mobilize) with digital assets covering more than a hundred markets.

55 consultants manage the full project from design to country per country roll out. 55 engineers build and run the data retrieval and processing framework along with all the devops deployment routines to be used by Groupe Renault IT division.

THE CHALLENGE

How do you provide 70 markets on 35 different countries with a set of dashboards to efficiently manage digital performance ? The vast diversity of markets, channel acquisitions and marketing teams require an efficient framework to onboard any incumbent partner. Managing these specificities, satisfying IT requirements and ensuring the solution adoption across the globe is quite a challenge.

THE SOLUTION

Compute engine instances execute custom data acquisition connectors to ingest data from the different platforms. Data updates are scheduled and orchestrated with a sound event driven system leveraging PubSub. Big Query makes it possible to produce all the underlying datasets that will be exposed in Data Studio. The deployment is fully automated on different environments.

THE RESULTS

6 consolidated complete interactive dashboards are exposed to more than 800 users. A complete row level filtering per user system is in action as well. The dashboards expose data coming from over 10 data sources: GMP solutions (DV360, SA360, CM360, GA360), Social marketing platforms, CRM, Offline media, Offline conversions, other programmatic advertising platforms.

Combining modern deployment technology with agile custom data onboarding and still serve hundreds of users with row level access with DataStudio and BigQuery.

THE PLATFORM

Google Cloud Platform

