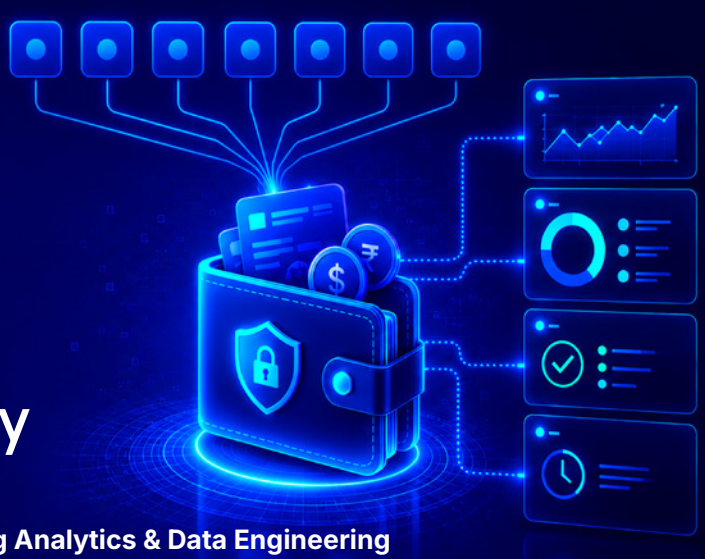
LatentView
Actionable Insights • Accurate Decisions

databricks BRICKBUILDER PARTNER NETWORK GOLD

CASE STUDY

Automating Cross-Platform Ad Data Pipelines on Databricks for a Global FinTech Company



Industry: **Financial Technology** | Domain: **Marketing Analytics & Data Engineering**

THE IMPACT

$25,000+
SAVINGS PER YEAR IN PRODUCTIVITY GAINS

85+
WEEKLY DATA QUALITY VALIDATION CHECKS

100%
RELIABLE AND TRACEABLE DATA PIPELINE

THE CLIENT

A leading global **financial technology company** that empowers small businesses and consumers globally with innovative financial management solutions, including multi-million-dollar and always-on paid media campaigns.

THE CHALLENGES

Fragmented, manual, slow ad reporting led to challenges in the client's Marketing Mix Model

Disconnected Ad Platforms: Manual reports from several ad platforms via third party vendor with different shapes, campaign naming, geographic granularity, and currency.

External Vendor Dependency: Reliance on a paid third-party media-reporting vendor as a single source of truth, adding licensing costs and refresh lags.

Manual Workflow: Manual analyst exports, campaign mapping, and spreadsheet reporting led to error-prone, delayed model cycles and higher media spend.

THE MOVE

Single, Automated API-to-Lakehouse Framework

We built a reusable automated pipeline pattern on Databricks Lakehouse that pulls campaign data directly from multiple ad platforms' reporting API, standardizes it into a common Marketing Mix Model (MMM) format, and self-validates against a trusted benchmark without manual effort.

The LatentView Approach

HOW WE DELIVERED

01
Built unified API pipelines on Databricks for 7 different ad platforms and ingested them into DataLake.

02
Orchestrated an end-to-end automated workflow on an orchestration platform, removing manual interventions.

03
Automated weekly data refreshes while preserving existing data records, with built-in validation against trusted benchmarks for consistent, high-quality data and insights.

04
Governed all outputs under a unified metadata framework, ensuring standardized data structure across all channels.

05
Structured granular data across the marketing funnel, audiences, geographies, spend, and clicks-per-day, using rule-driven campaign tagging.

06
Centralized respective API credentials securely in a unified vault, eliminating manual authentication steps.

07
Automated reporting with standardized Databricks tables for weekly metrics directly consumable by the MMM team, replacing manual spreadsheets.

What Changed for the Business

THE OUTCOMES

→
$25,000+ Yearly Savings in Manual Effort
Eliminated ~84 person-days per year of previous manual effort spent in assembling and reconciling data.

→
85+ Automatic Data Quality Validation Checks Weekly
~782K rows of platform data per year across seven channels.

→
100% Reliable, Idempotent & Auditable Data Pipeline
Zero duplicate data generation, fully reliable and traceable data pipeline with weekly validation to identify gaps.

→
MMM Data Delivery & Automation Roadmap
Accelerated critical MMM data delivery to stakeholders while advancing enterprise-wide automation initiatives.

Optimize your marketing analytics with data-driven insights.

Book a 30-minute conversation with our analytics & AI experts today!

LET'S TALK →

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