

Amped Marketing Case Study

LinkedIn Lead Tracking using dux-soup!

At a glance

Data Studio dashboard built around dux-soup to provide lead tracking information to various stake-holders broken down by campaigns.

Key metrics

Sending connection requests to 500+ LinkedIn users every week and tracking key moments. Campaign level metrics like, receipts, accepted, connection requests etc.



100%
Increase in leads



500+
Connection requests



Data Studio Labs™



Data Analytics



www.datastudiolabs.com



Delaware, United States

CHALLENGES



- The web-hooks connected to Google Sheets overgrew the file size.
- Data rendering to the dashboard to be lightening fast.
- Personalized lead tracking dashboard for each user.
- Migrating the data to BigQuery..

SOLUTIONS



Centralized Google Data Studio dashboard to cater both sales and marketing users. Ability to track lead gen activities at campaign level providing more insights to each user.



**Insightful
Dashboard**



**Extremely
Fast**



**Personalised
Logins**

BENEFITS



1

Data Visualization

Single source of truth of the entire brokerage covering key metrics like, Connection request, responses and emails.

2

Data Rendering

Google Data Studio when combined with Google BigQuery BI Engine the rendering becomes really fast and powerful.

3

Personalization

Personalized Login giving agents an overview on where they are standing.