

SUCCESS CASE



¿WHO IS IT?

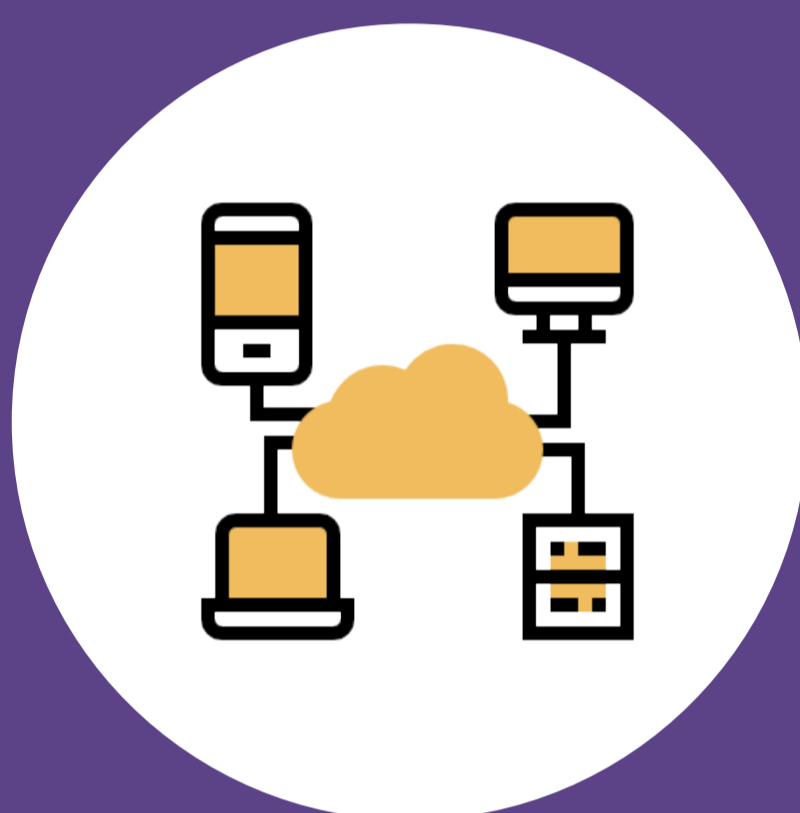
- Company founded in 1945 by the husbands Ruth & Elliot Handler, with a presence in more than 150 countries, is today one of the largest toy companies in the world.
- Among its most popular products are Barbie, Hot Wheels, Fisher Price, Polly Pocket.

CHALLENGE

Reducing reporting times.



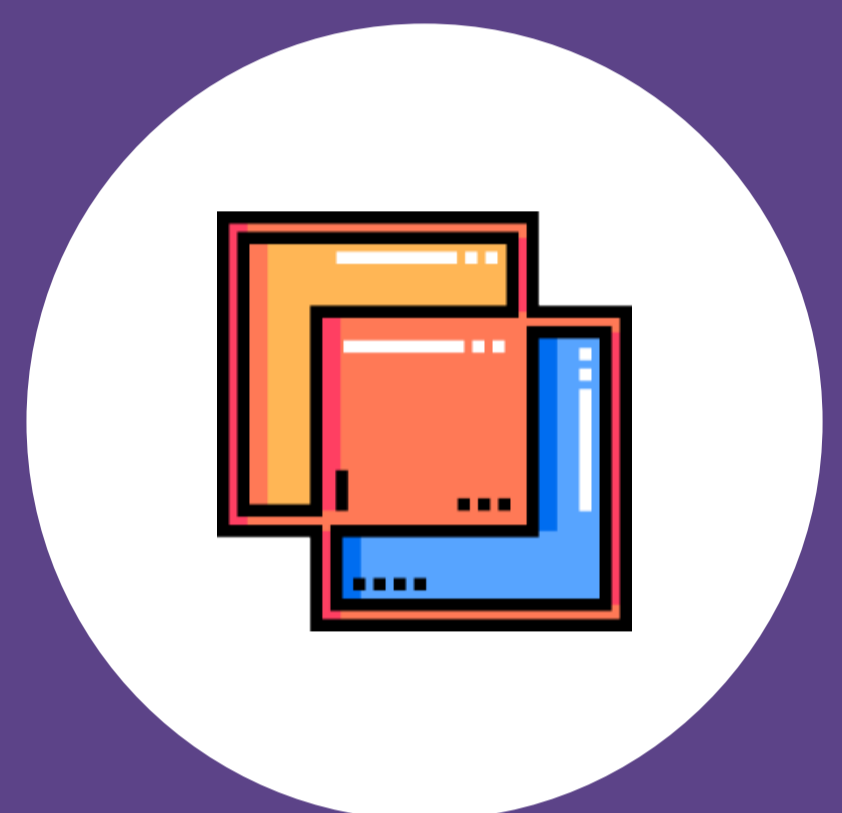
Decision-making data-driven.



Agile decision-making.



Integrated data view.



TO ACHIEVE

Efficiency.



Increase Brand Awareness.



Maximize media investment.

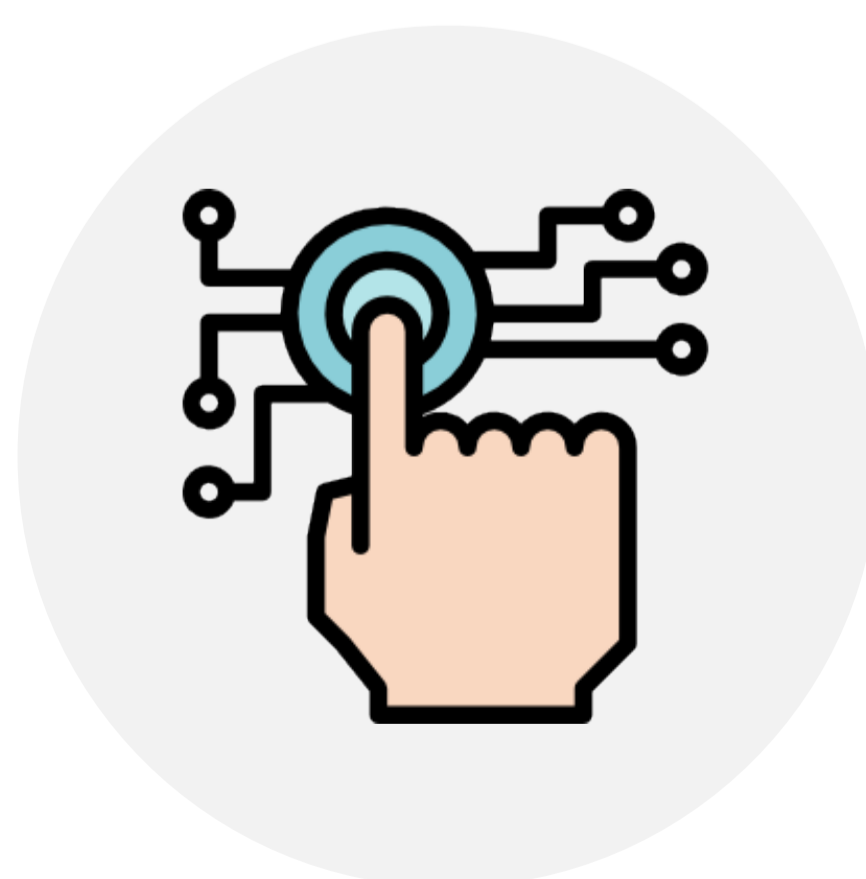


SOLUTION

- Data integrated into a single view.
- Unified access to data.



- Dashboard automatically connected to various data sources.



- Possibility to split the data into key segments for the brand (Country, brand, sub-brand, language, bucket, agency, etc).



RESULTS



Dashboard generated within Google Data Studio with concentrated information from all major platforms using direct connectors to Google Sheets.