Case study of

diginomica

opentracker

Opentracker complements other tracking systems by integrating with tools you're likely using. Our platform brings together your data into one dashboard - saving time with 1-click-reporting.

We've been in the market for more than 15 years, and have supported every industry. Currently our focus is on helping e-commerce businesses become sustainable.

Current Situation

We build reports from multiple sources and present them to vendors. The reports are simple but time-consuming. We build reports for all of our 40+ vendors. The process is manual and very error prone. We have tried multiple solutions but up until now none helped us automate the work.

Desired Situation

Requirement: a reporting platform that can get data from different tools. The end result needs to be a visual with pie-, trend charts and benchmarks.

We work with vendors, and need to share the end result. The dashboard needs to export to PDF and Excel. The dashboard needs to help optimize our top-of-funnel marketing. When we meet up we need to present the accountability visuals to our vendors.

The Process

Opentracker delivered a workshop. Every Tuesday we had a 45 minute meeting. A Joint Project Plan was laid out. By our 2nd workshop we had a working mockup of what we wanted. Each meeting moved us closer to a working dashboard.
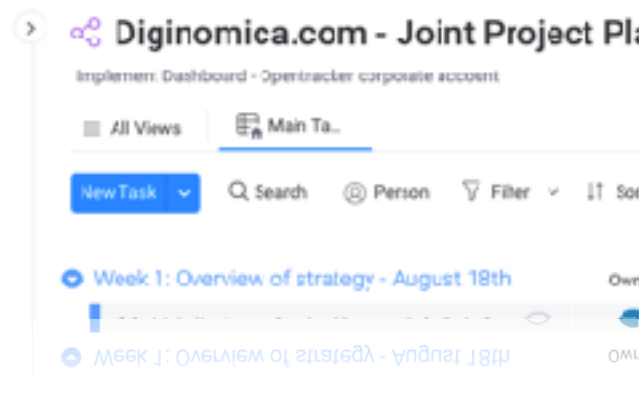
The Results

The dashboard

Opentracker checked all the boxes. We now access reports in a matter of minutes instead of days! Key Outcome: our vendors receive automated reports.

We love great reviews!