



data.world

## CASE STUDY

# How Mirum made data projects reusable for their employees worldwide and all the clients they serve

## Meet *mirum*

Mirum is a digital experience agency with 2,500 employees in 25 countries worldwide.

Data—and data-literate people—are at the heart of how Mirum creates those experiences for clients like Qualcomm and Mazda.

It's how they understand the people their clients need to reach, how they test and iterate, and how they share those results with the brands they serve.



# mirum



## Quick Facts

- Founded in 2015
- Part of the WPP Network
- 2,500 employees across 25 countries
- Specialists in business transformation, experience design, and commerce activation
- Clients include Qualcomm, Mazda, and Nextel
- Named a Visionary in Gartner's Magic Quadrant for Global Digital Marketing Agencies (2016, 2017, 2018, 2019)

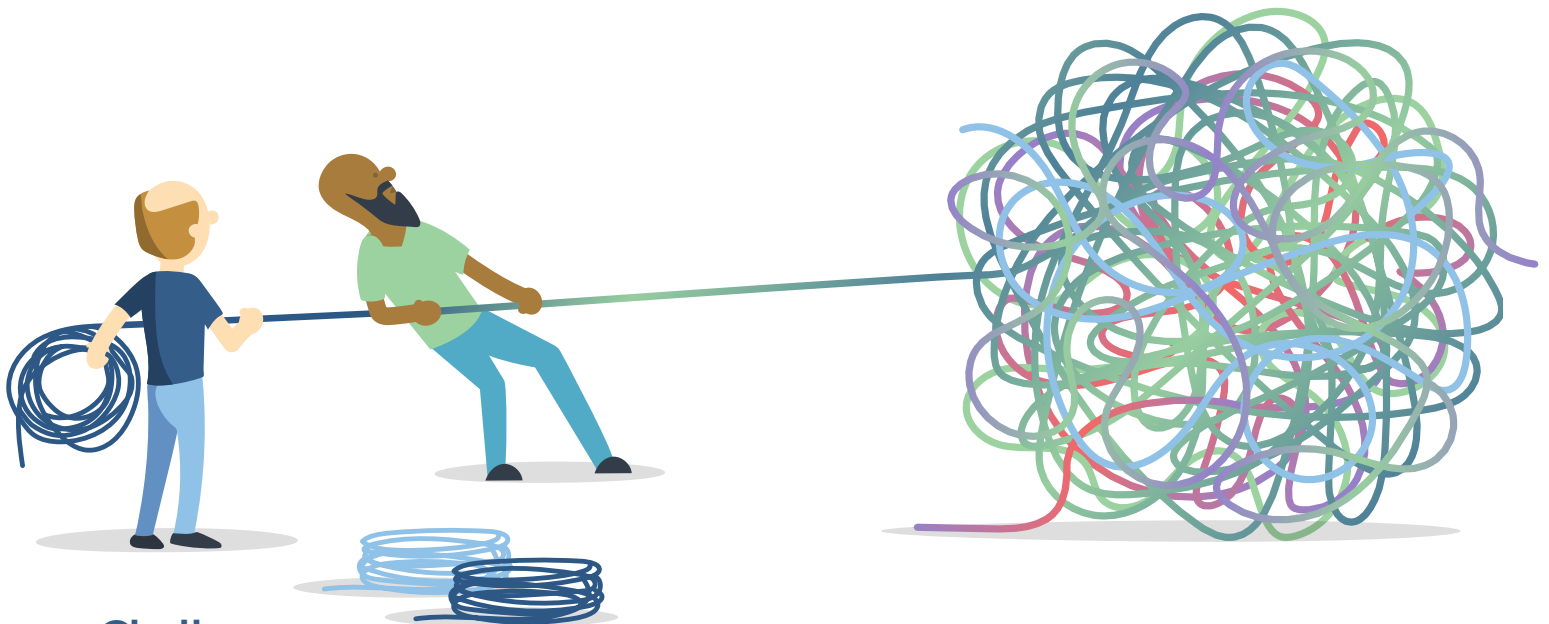
## Opportunity

Mirum's data practice converts complex, fast-moving data into competitive insight and creative innovation for clients. There are multiple steps in the agency's analytics process: vast amounts of data are collected, translated, and combined into a single source and then cleaned.

An analysis is then performed within data.world, and that information is exported into a report or dashboard where it can provide actionable insights as quickly and smoothly as possible.

With their growing business's sophisticated approach to data analysis, Mirum needed help packaging the data to make their expertise even more valuable.

data.world built out Mirum's substantial data expertise and data source proliferation so the information would serve as a more digestible and powerful tool for their enterprise-level clients as well as all their employees serving clients around the world.



## Challenge

As part of their data-collection process prior to data.world's involvement, Mirum would take a marketing plan from a partner agency and uniquely fingerprint every single digital and offline ad placement.

These fingerprints would be shared with partner agency account teams to use while trafficking ads or sending out mailers. This created a rich database of metadata around the fingerprints.

When joined with results data, it could show not just which channel or tactic, but which aspect of it—which creative, which parts of the video, and many other kinds of deep attribution—contributed to high conversion.

To bring all the information together, project stakeholders would email spreadsheets and links to datasets collected from different partner marketing agencies, clients, and coworkers at Mirum.

With several steps needed to gather, disseminate, analyze, and deliver the data back to clients, the process would slow down, and new ideas would be put on the back burner—risking the loss of innovations and workflow improvements.

Agency leaders realized they would need to improve every link between people, technology, and process, so they enlisted data.world to help them streamline the system and create more efficiencies.

## Key use cases

Solutions were implemented across the following areas:

- **Reporting:** Integrate many data sources into one combined source and deliver it to a partner
- **Reuse:** Share new data practices and process improvements seamlessly across projects and teams
- **Campaigns:** Store metadata from marketing plans with a unique fingerprint ID used for attribution
- **Documentation:** Deliver the entire marketing analytics and reporting project cycle via a data model
- **Data storytelling:** Connect to large data sets via Tableau to generate visualizations for client presentations





*“The best digital agencies combine their knowledge of a client’s business, a sophisticated application of domain expertise and analysis, and the ability to react quickly to the data that is collected during campaigns. Mirum has always believed in data, and data.world has helped us extend its power to every aspect of client work.”*

- Amanda Seaford  
CEO of Mirum US

## Results

- Employed four gap-filling data apps connected to data.world for source tracking, AB testing, and more
- Created faster documentation
- Facilitated collaboration among 30+ cross-disciplinary stakeholders in data.world
- Created better workflows via automation
- Documented 16 data-driven delivery use cases in data.world which were transferable across clients



## See data.world in action.

A PDF can only do so much. We can't wait to show you a live demo! [Click here](#) to schedule time with a data.world expert.

## About us

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data.world is the modern catalog for data and analysis. It activates the hidden data workforce within your enterprise, multiplies your data's value and creates a data-driven culture—faster. The data catalog unites and classifies your data, metadata, and analysis—no matter where it lives. The modern, intuitive user experience brings together employees of all roles, backgrounds and skills to collaborate using the tools they already love. And the knowledge graph keeps data connected to everything people need in order to find, understand, and use it. As a result, your data, analysis and expertise become more discoverable, trustworthy and reusable. data.world is an Austin-based Certified B Corporation.



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