



DASHBOARD CUSTOMER JOURNEY

ISSUE: Hort Innovation, funded by the Australian Government and Growers, wanted to test the ability to integrate creative and content effectiveness, paid media, PR with consumer brand tracking research findings.

IDEA: A *Customer Journey dashboard* with Breadth, Brand, Behaviour and Business measures all integrated, with a clear and actionable traffic light system.

EXECUTION: Pulled data together from different channels and included review of tracking study findings & sales data. Collected and analysed data and sharing of results with Industry.

RESULTS: We worked with agencies to uncover implications to optimise creative, content, and channel implementation, including monitoring of agency partners' performance. Ultimately, creating more effective and efficient communication for Growers in Australia.

