login Berufsbildung AG: Making marketing activities visible

Challenge

- No automated solution available - data needs to be evaluated manually or requested from the lead agency
- The solution should not only enable performance analysis but also include a planning tool
- The solution must partially allow evaluation in multiple languages and be accessible to all employees

Solution

- Interactive dashboards in Power BI for each marketing department and management summary
- Visualization of timetables and reports with Power BI

Benefit

- Automated evaluation of all marketing activities with daily updated KPIs
- Increased transparency through consolidation of evaluations in one place
- Appealing and clear design
- Data in the cockpit is displayed according to access rights - employees see the data relevant to them

Company Profile

login Berufsbildung AG is one of the largest training providers in Switzerland. As an educational partner of SBB, BLS, RhB, the Association of Public Transport (VöV), and 70 other mobility and mobility-related companies, login Berufsbildung AG organizes market-oriented apprenticeships, internships, and further education programs for approximately 2100 apprentices in over 25 professions.

Technologies

Power BI

As an educational partner of the Swiss mobility industry, login Berufsbildung AG utilizes various online and offline marketing channels in its marketing activities to target potential apprentices and interns at different touchpoints of the user journey and generate applications. Additionally, login conducts traditional market research. Some of these activities, including school visits, events, and special marketing projects, have been manually managed and evaluated in separate Excel sheets. However, the evaluation of online marketing campaigns - from Google Ads and social media to the website - has mostly been handled by the supervising lead agency.

Objective: One solution for analysis & planning

To automate these time-consuming processes, consolidate them in one place, and better illustrate the connections, login embarked on a search for a suitable solution.

step and implemented their data analysis in a comprehensive cockpit, this time in English. The framework for the tracking architecture was provided by login's lead agency. The cockpit consists of multiple dashboards, each covering a specific marketing area. The defined KPIs are automatically updated daily and visually presented in an appealing manner, allowing for quick data comprehension and easy tracking of trends over time. The only exception is results from offline marketing activities such as school visits or trade fairs, which still need to be manually entered into a linked Google Sheet. The individual marketing dashboards are also consolidated into an overarching management summary dashboard, facilitating comparisons between different activities. In a final step, the comprehensive marketing cockpit was integrated into the Application Center cockpit and merged with an existing acquisition cockpit, bringing all marketing areas together in one place. "It's optimal for keeping

> **Without proper tracking, it is impossible to make informed statements about the success of our marketing activities. Thanks to novaCapta, we can now evaluate our campaigns with a depth and transparency that significantly simplifies our daily work.**
>
> Stephanie Saner – Project Manager Marketing and Communication, login Berufsbildung AG

This solution should integrate not only performance analysis but also a kind of time-based planning tool to maintain an overview of upcoming marketing activities. As login already works with Microsoft 365 and did not want to introduce a fundamentally new tool, Power BI was chosen. With novaCapta on board, login has partnered with an expert possessing the necessary expertise for the development of the solution.

Pilot project: A dashboard for the Application Center

Due to login's diverse marketing activities, novaCapta initially focused on a specific area in a pilot project: an interactive cockpit was created for the Application Center. This cockpit displays and categorizes the number of available apprenticeships (Ordered - Open - Filled) and indicates the status of specific apprenticeship offers. One particular challenge was the multilingual nature of Switzerland, so it was important to prepare the cockpit in German, French, and Italian.

Following the successful implementation, novaCapta then targeted all other marketing activities in a second

an overview of all acquisition data from customer orders to advertising effectiveness," says Stephanie Saner, Project Manager Marketing and Communication at login.

GA4 and new CMS: further challenges ahead

For the employees at login, having the KPIs available automatically and updated daily is a significant gain in transparency, allowing them to access the data independently. As the cockpit is not only used by the marketing and communication department but also by the entire company, including regional locations, novaCapta has implemented access control through permission management.

Although the automated cockpit is already firmly integrated into daily work, the project is not yet complete. "The transition to Google Analytics 4 and the replacement of our recruitment tool CMS will also have implications for our Power BI cockpit that need to be addressed. Additionally, the marketing world is constantly evolving, requiring us to regularly enhance the dashboards," explains Stephanie Saner.

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