



# Plus Company Unlocks Predictive Media Analytics with Munvo and Google Cloud

**20%**

reduction in operational costs through automation and cloud-native architecture

**50%**

faster data processing with scalable ingestion and transformation pipelines

**90%**

decrease in data ingestion errors, delivering more accurate campaign insights



## Client Overview

Plus Company is a global collective of more than 20 marketing and creative agencies – including Cossette, Citizen, and We Are Social – that operates across North America, Europe, the Middle East, and Asia-Pacific. The network delivers cutting-edge services spanning advertising, branding, digital strategy, and media activation. Its collaborative model empowers agencies to share data, tools, and best practices, enabling clients to achieve exceptional marketing outcomes.

Despite its innovative structure and global reach, Plus Company faced a significant data challenge. Its media reporting capabilities were largely retrospective and fragmented across multiple platforms, limiting the organization's ability to make predictive, data-driven decisions. As the media landscape grew more dynamic and complex, the need for forward-looking insights became critical – not just to measure performance but to anticipate it.

## Challenges

To stay ahead of client expectations and improve marketing outcomes, Plus Company needed to evolve beyond traditional reporting and embrace predictive analytics. However, several key obstacles stood in the way:

- **Fragmented Data Ecosystem:** Campaign and audience data were scattered across different platforms, preventing a unified view of performance.
- **Manual Processes:** Legacy workflows required extensive manual effort, slowing analysis and introducing errors.
- **Limited Predictive Capabilities:** Without a strong data foundation, forecasting outcomes or optimizing campaigns in advance was nearly impossible.
- **System Limitations:** The deprecation of their legacy media system created an urgent need for a scalable, future-ready platform.

The leadership team recognized that solving these challenges would require more than a simple technology upgrade – it demanded a complete reimagining of their data architecture and analytics approach.





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## Munvo Solution

Munvo partnered with Plus Company to design and implement a comprehensive solution that would enable predictive analytics at scale, transform data workflows, and improve strategic decision-making.

### 1. Cloud-Native Data Architecture

Leveraging Google Cloud Platform (GCP) and BigQuery, Munvo built a modern, serverless infrastructure to consolidate and process data from Mediaocean and other critical systems. Automated ingestion pipelines were developed to securely process over 120 daily data extracts — containing more than 2,100 attributes — without manual intervention.

### 2. Medallion Data Model for Quality & Scalability

To ensure data accuracy and reliability, Munvo implemented a Medallion Architecture with Bronze, Silver, and Gold layers, progressively refining raw data into analytics-ready datasets. This approach ensured clean, consistent, and trustworthy data — essential for predictive modelling.

### 3. Unified Cross-Platform Data Layer

A major milestone was the integration of Google Analytics 4, Adobe Analytics, and Salesforce into a single unified data layer. This eliminated silos and created end-to-end visibility into the customer journey, enabling accurate attribution and cross-channel optimization.

### 4. Predictive Analytics & Machine Learning

With a reliable data foundation established, Munvo deployed predictive models to anticipate campaign performance, forecast key metrics, and identify high-value customer segments. Models were also developed for churn prediction and next-best-action recommendations, transforming how Plus Company approaches planning and targeting.

### 5. Continuous Monitoring & Automation

To ensure ongoing reliability, Munvo implemented Cloud Monitoring and Cloud Logging for real-time visibility into pipeline health, data quality, and automation performance. This proactive monitoring reduced operational overhead and ensured consistent system uptime.

### 6. Actionable Insights for Business Teams

Finally, Munvo delivered custom dashboards and decision workflows that brought predictive intelligence directly to business users. These insights allowed media, strategy, and operations teams to forecast performance, allocate budgets effectively, and adjust campaigns based on live data.



## Benefits

*The project redefined how Plus Company uses data — shifting from reactive reporting to predictive, insight-driven decision-making.*

- **Predictive Intelligence:** Teams now anticipate trends and outcomes before campaigns launch, enabling proactive optimization.
- **Operational Efficiency:** Automated data workflows reduced processing time by 50% and cut costs by 20%.
- **Data Reliability:** With a 90% reduction in ingestion errors, teams can trust their data for high-stakes decisions.
- **Cross-Channel Visibility:** A unified data layer provides a holistic view of customer behavior and campaign performance.
- **Strategic Enablement:** Actionable dashboards deliver predictive insights directly to business users, accelerating decision-making.



## Results

- ✓ Unified data from Mediaocean, GA4, Adobe Analytics, and Salesforce into a centralized BigQuery environment
- ✓ Delivered predictive modelling for campaign forecasting, audience segmentation, and churn prevention
- ✓ Reduced manual data handling with automated ingestion of 120+ daily files
- ✓ Achieved a 20% cost reduction and 50% faster data processing
- ✓ Empowered business teams with actionable, real-time dashboards for smarter decision-making



### Getting in Touch

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