

# Using DWAO, Lenskart reduced their enterprise marketing tool's licensing fees by 50%

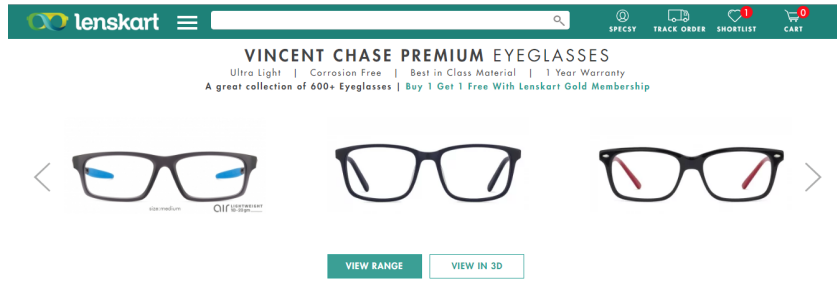


## INDUSTRY

- E - Commerce

## PRODUCTS USED

- Adobe Analytics



**2x**

Reduction in licensing cost by optimizing analytics implementation.

**6+**

3rd party data sources integrated.

**5x**

Lesser time for Adobe analytics ramp-up.

## GOALS

- Improving data accuracy in Adobe Analytics to boost confidence in data.
- Integrating third party data sources to create centralized data repository.
- Reduce Adobe Analytics rampup time for new teams.

## THE GOALS

Lenskart is India's fastest growing eyewear business today, With a rapidly growing business reaching out to over 1,00,000 customers a month.

They wanted to setup accurate measurement for all the product categories to understand how customers are interacting with their products and services.

Apart from owned website and App, Lenskart also works with multiple third party marketing companies to acquire customers. They were looking for a solution to provide a centralized view of all the marketing and sales activities.

Lenskart's being a fast paced start-up expanded marketing and category teams frequently, they were struggling with ramping up new teams on Adobe Analytics. They wanted to reduce the time new users take to get familiar with Business Dashboards.

## HOW WE HELPED LENSKART

Prior to DWAO, Lenskart were paying almost twice of actual licensing fee due to wrong implementation.

We helped them to cut licensing fee down by almost 50%.

We also setup crisp automated dashboards where they could look up their KPIs and keep track of changes in business and customer behaviour.

***“We have been working with DWAO for more than a year now and what stands out is their ability to provide simple solutions to complex problems and putting in all the efforts to solve our issues.”***

*Dhruv Wali,  
Senior Product Manager  
Lenskart*

## THE SOLUTION

We started with conducting a GAP analysis for Lenskart. With clear data requirements we came to realise that they are sending lot of extra data into Adobe Analytics. Our consultants migrated the implementation framework to datalayer approach to fix data related issues.

After implementation we conducted multiple workshops for Product, Marketing and Senior Stakeholders to understand the dashboarding requirements. This led to streamlining of requirements and we were able to trim down the number of dashboards consumed by Lenskart team.

In parallel our created custom solutions to integrate various data sources for Paid Media , Targeting , Email , Push Notification and App Acquisitions.

## THE RESULT

Post implementation we started seeing good data accuracy and team started utilizing the data for internal meetings and reviews. While implementing we also reduced number of server calls which helped them save around 50% of the licensing cost.

DWAO consultants created business dashboards which enabled Lenskart to understand the customers in better way. This led to lot of changes in the way they positioned the products and services on the website.

We also helped them in mapping Adobe Analytics to Business friendly terminology and at the same time created rampup documents for the new teams. These changes helped us to bring down the ramp up time to 2 days which was around 2 weeks previously.

Another important area for Lenskart was to create a centralized data source, we created custom integrations for Lenskart to integrate data from various sources. As of now we have around 5+ custom data sources and still working on adding more.