VIDEO\_23\_OTHER\_TECH STACK\_Kris Tech Stack - Supermetrics

[00:00:00] Hi, I'm Chris. I work within paid acquisition team at Cognism, and I'm here to share with you how we use Supermetrics. Just to give you some background, in Cognism, we put a lot of effort into analytics and optimizing campaigns. We focus on data driven approach. We need to know what works and what doesn't, what resonates with our audience and how to optimize our marketing campaigns for maximum impact.

Paid media team manages over 200 LinkedIn ad campaigns with many different objectives, regions, personas, et cetera. It can be time consuming and challenging, and that's where Supermetrics comes in. It's a platform that helps integrating data from different places into a data source that can be easily used to create dashboards.

They have some other cool features, like a recent integration with chat G P T, but in Cognism we are using it to pull data from [00:01:00] all those LinkedIn ads campaigns into a looker studio, aka Google Data Studio. And from there we can create dashboards that will pull the data automatically on a daily basis. This allows us to easily track and manage campaigns.

For example, we can see how the campaigns perform compared to each other, or how the campaign performs over time. All that data helps us to create actionable insight. Of course, you could copy paste that data manually from LinkedIn Ads manager into Excel spreadsheet. But thanks to Super Metrics, Once the dashboard is created, that data will be updated daily without your involvement, which removes the need for manual input.

And by having all that data accessible in one place, analyzing it is way easier than doing it within LinkedIn ad manager platform.[00:02:00]