

CASE STUDY

A traditional bank goes digital with Google Data Studio



Česká spořitelna is the largest bank in the Czech Republic, with more than 2 million active customers. Most of these customers start their journey with the bank through online sales channels and then make their way offline through call centers or brick and mortar branches. To get a holistic view of how its digital channels were driving conversions, Česká spořitelna turned to Google Data Studio.

Launching a top-down data strategy

Founded in 1825, Česká spořitelna has stood the test of time, but in the last few years its processes were starting to feel a little creaky. The bank often gathered data in a very sophisticated way, but it had been focused more on collecting data than using it. Its employees were still manually importing data into spreadsheets, and its media agency had its own reporting workflows, requiring frequent communications and wasted time.

Recognizing that data is the company's most important asset, Česká spořitelna decided to make it a key part of every business process — from strategy to daily tasks. But first, the bank had to find a better solution for managing data. Since Česká spořitelna was already using Google products like Google Analytics and DoubleClick, adding Data Studio to the mix was a no-brainer.

A time-saving tool

Through Data Studio, Česká spořitelna was able to transform its data into fully customizable, robust dashboards and reports. These dashboards help employees monitor traffic and sales trends with a quick glance — and if anything jumps out, they can drill down to see if there are any issues with their impressions, clicks, product, and more. "Data Studio is great because in just a few seconds, our team — together with our agency — can look from the highest level of the campaign to the most detailed level," said David Vopelka, the Digital Marketing Manager, Česká spořitelna.

Plus, because Data Studio makes it simple to share reports, Česká spořitelna and its media agency were able to have a single point of

About Česká spořitelna

- Česká spořitelna is the largest bank in the Czech Republic
- Headquarters: Prague, Czech Republic
- <https://www.csas.cz>

Goals

- Streamline data workflow
- Establish a single point of reference for all data
- Reduce meeting preparation time
- Enable a deep dive into data details in real time

Approach

- Monitor trends on Data Studio
- Open access to data across company and external media agency

Results

- 25% conversion lift in last 6 months
- 50% less time required for meeting preparation
- Ability to optimize multiple campaigns with fewer than 10 people, including agency

reference for all of their data. This open access to data has allowed both parties to make the most of their meetings. Now, there's no time wasted on preparing graphs: Everyone can focus their efforts on discussing strategy and assigning tasks, and they've reduced meeting preparation time by 50%.

"When we have regular meetings with our agency, the shared dashboards on Data Studio help us make sure we're not wasting time preparing."

—David Vopelka, Digital Marketing Manager, Česká spořitelna

"With Data Studio we can fully automate views that we're interested in. Now we can focus on creating ideas for optimizing campaigns, media, and creative. We don't have to spend time setting up reports."

**—David Vopelka, Digital Marketing Manager,
Česká spořitelna**

Data gets socialized across the company

Through Data Studio, Česká spořitelna has seen a 25% increase in conversions over the last six months. But it's also changed the way they work — with Data Studio, there's no more siloed data between teams. In fact, it's led departments through the company to create more data-centric goals. "All the managers are pushing teams to focus on data and see how it impacts every part of the business," Vopelka shares. "Data is everywhere; the benefits from Data Studio are instantaneous."

To support this effort, Česká spořitelna makes data open to everyone at the company, and it's even developing training procedures to help other teams and departments read dashboards and find value in them. From small use cases to larger scale strategies, the bank has recognized that wins can be made anywhere.

"It's important to give freedom to everyone. You need to allow every specialist and expert in the company to think about data." —David Vopelka, Digital Marketing Manager at Česká spořitelna

About Google Data Studio

Google Data Studio provides everything you need to turn your data into beautiful, informative reports that are easy to read, easy to share, and fully customizable. Data Studio lets you create up to 5 custom reports with unlimited editing and sharing. All for free. Start telling great stories with your data and make better business decisions. To learn more, visit google.com/analytics/data-studio.