The Monthly Reporting Dilemma

With more than 250 advertisers running campaigns on AutoTrader.ca sites, the company needed a more accurate and efficient way to track advertising revenue. Specifically, they wanted to quickly identify discrepancies as well as opportunities. The company’s revenue complexity stemmed from working with nearly 20 programmatic partners, making it difficult to get a clear view. The AutoTrader.ca team was spending several hours per month manually analyzing revenue in Excel sheets and compiling custom reports for nearly two dozen of their high-value clients.

Solution

Revenue Reporting All in One Place

AutoTrader.ca knew they needed a single source of truth for their revenue reporting and turned to Burt, who immediately aggregated all the data from the company’s programmatic partnerships. The Burt Revenue Intelligence platform ingested all the data from AutoTrader.ca’s advertisers – from disparate metrics to various naming conventions – and normalized it into one common language. Then, Burt automated the data to update in real-time and made it available in one, convenient report.

Accurate and Attractive Client-Facing Reporting in Minutes

The AutoTrader.ca team was spending days (and sometimes weeks) preparing reports for their most valuable advertisers. Burt helped them dramatically reduce that preparation time by creating an automated advertisers module they can use to create and send monthly reporting. Within minutes, AutoTrader.ca can monitor the health of any client or easily create a customized powerpoint presentation that is ready to be shared with customers – complete with attractive charts and analysis down to the line item.

AutoTrader.ca is the leading online marketplace for the Canadian automotive industry. With the largest inventory of new and used cars available in Canada, millions of consumers turn to AutoTrader.ca to make better vehicle buying decisions through helpful reviews, buyers guides, pricing tools, and more.
Before AutoTrader.ca started working with Burt, they were manually pulling revenue data, analyzing it, and preparing reports for each advertiser. Manual processes are always vulnerable to human error and this tedious process can easily take one to two hours per day per account manager and client. Now the AutoTrader.ca team can pull reports in minutes with the confidence that it will provide an accurate revenue picture.

The AutoTrader.ca team now enjoys an even higher level of efficiency with more than 30 scheduled revenue reports that Burt has set up to be delivered every month. This saves the team even more time and requires virtually no effort to receive timely, reliable, accurate reports, so the team can focus on growing the business.

AutoTrader.ca has expanded their engagement to include Burt’s new notifications feature, which sends a daily email identifying potential challenges and improvements. The email contains important information on error rates, discrepancies that need immediate attention, and new opportunities, giving AutoTrader.ca new ways to save and increase revenue.

“Burt is an essential part of our workflow. My team was spending several hours per week performing manual tasks for our clients, and now they spend that time providing clients with more strategic advice.”

Dan Merritt, Director, Strategy & Partnerships, AutoTrader.ca