

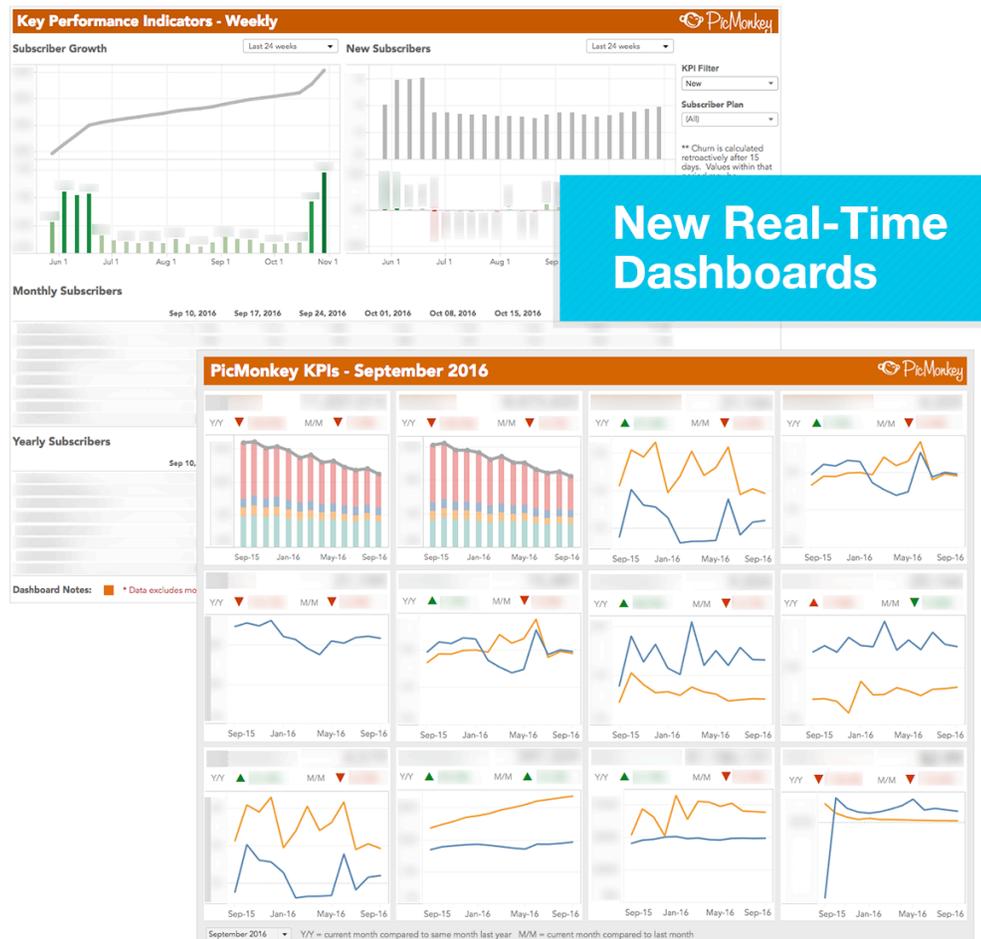
Solution

PicMonkey partnered with Blast to create a solution to **more accurately measure their subscription business performance, and provide reporting in an automated fashion.** This process included:

1. Working with PicMonkey to **create metrics and definitions for each KPI** to ensure that calculations were consistent across the board.
2. **Writing advanced SQL scripts** to pull necessary data from BigQuery and perform calculations.
3. **Automating dashboards (using Tableau)** to provide total ASC as well each component of the ASC calculation.
4. **Creating a company wide strategic KPI dashboard** using the same methodology.

Results

By implementing report automation and creating [dashboards](#), PicMonkey now has **real-time insights into their ASC, as well as a dashboard created for all strategic KPI's.** These insights enable PicMonkey to **quickly tune campaigns and increase their marketing acquisition efforts.**



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