

The story

Core Digital Media

An Automation Anywhere Case Study

Headquartered in Los Angeles, Core Digital Media is a leader in the online marketing and customer acquisition business. The company's websites LowerMyBills.com and ClassesUSA.com generate nearly 10 million consumer referrals every year, ultimately driving more than \$2 billion in annual client revenue.

In order to deliver high-quality leads to end clients based on up-to-the-minute data, Core Digital had to manually extract information from around 50 different online publishers in formats including email, websites, and FTP—a process that took six hours daily. According to Santosh Gumidelli, Data Integration Manager at Core Digital, "The process was extraordinarily labor-intensive. We knew we could make some real gains with smart automation technology, so that's why we reached out to Automation Anywhere."

Automating Business Processes for sharper insights

After a thorough proof-of-concept, Core Digital chose Automation Anywhere Enterprise because it offered easy integration, a comprehensive list of features, and the latest in RPA technology. RPA enables the Core Digital team to configure "robots" to capture and interpret existing applications for processing a transaction, manipulating data, triggering responses, and communicating with other digital systems.

Just as industrial robots are transforming the manufacturing industry by enabling higher production rates and improved quality, RPA "robots" are revolutionizing the way Core Digital thinks about and administers business processes, workflows, and back-office work. Team members are now able to record, edit, and automate even the most complex processes, relying on patented "smart" technology to anticipate and adapt to changing circumstances as necessary.

In just a matter of months, the Core Digital team has automated data-extraction processes for 29 of its key online publishers. Other scripts enable them to gain sharper insight into consumer behaviors. For example, after sending a qualified lead to a client, automated scripts can capture relevant data showing how the lead performed for that client. Prior to Automation Anywhere, this kind of in-depth performance data was only available on a weekly basis, if at all. Now it can be generated every day—a major improvement in visibility across the business.

Saving 300 hours per month, or \$150,000 per year

By using RPA technology from Automation Anywhere to simplify data extraction from key online publishers, Core Digital saves nearly 300 person-hours per month—a monetary savings of approximately \$150,000 per year.

Due to these time savings, the Core Digital team can spend less time on manual processes and more time generating revenue for clients. "We were able to launch 3,000 additional ads for one publisher in a single month, all because we had the time and the resources to focus our energy on more strategic projects," says Sujay Kar, Director of Business Intelligence at Core Digital Media.

Perhaps most importantly, the business is now able to make faster decisions based on better information. "Before Automation Anywhere, we didn't have access to this data until mid-afternoon at the earliest," says Kar. "Now we can have it first thing in the morning, giving us a much better opportunity to detect what's happening in the business, right this minute."



Project at-a-glance

Challenge:

Extracting lead gen data from 50 different online publishers in various formats was done manually—a process that took at least 6 hours for one person to complete on a daily basis.

Solution:

Using the latest RPA technology from Automation Anywhere, Core Digital has automated data extraction for 29 of its publishers in a matter of months.

Benefits:

The company saves nearly 300 man-hours per month, which in turn saves about \$150,000. As a direct result of this, Core Digital is able to focus more of its time and resources on client success, launching 3,000 additional ads for one key publisher in a single month.

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More Publishers, More Savings

Core Digital Media is only in the first few months of its deployment of RPA technology from Automation Anywhere. As the company automates data-extraction processes for the rest of its online publishing partners, further savings are sure to be in store. "There's still much to be done here," says Kar. "We're excited to see where this technology takes us."

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