

**150 HOURS RECOVERED.
95% LESS REPORTING.
ZERO MANUAL TOUCHES.**



**SMITH AVENUE
INSIGHTS**

CHALLENGE

ActiveCampaign, a leading email marketing SaaS company, had a reporting problem that was quietly eating their team alive.

Every single week, 6-10 team members were spending 30+ hours building the same recurring PowerPoint deck. The process was entirely manual: writing queries by hand, filtering and adjusting each one before every cycle, copying results into shared CSVs, pulling chart screenshots one at a time from multiple sources, and individually updating dashboard filters. Then they'd do it all over again the following week, with end-of-month reporting stacked on top.

The internal BI team was stretched beyond capacity. Stakeholders across the business needed supplemental data beyond what the weekly report covered, but there was no efficient path to get it. Every ad hoc request created a bottleneck. No one had the bandwidth or the tooling to respond without pulling resources away from other priorities.

And every manual touchpoint introduced risk. Data was being transferred across multiple systems and files by hand, compounding the chance of human error at each step. Errors were often only caught after reports had already been distributed, meaning decisions were being made on numbers no one could fully trust.

AT A GLANCE

CHALLENGES

- 30+ hours per week spent on manual report builds
- 6-10 team members tied up in repetitive data pulls
- BI team overburdened and unable to handle ad hoc requests
- High risk of data entry errors across every reporting cycle

GOALS

- Eliminate manual reporting workflows
- Ensure data accuracy and consistency
- Give stakeholders daily access to fresh numbers
- Free the BI team to focus on strategic work

"Our team was spending significant time each week on a manual reporting process that was still producing errors. Smith Avenue Insights rebuilt how we handle that work. Now the data is accurate, the process is automated, and the team is focused on higher-value work. It's been a meaningful improvement to how we operate."

Nick McClanahan

*Director of Marketing Analytics
and Operations, ActiveCampaign*

SOLUTION

Smith Avenue Insights partnered with ActiveCampaign to completely redesign their reporting workflow, eliminating manual intervention at nearly every stage. The full implementation was completed in just 2-4 weeks.

The team built dynamic dashboards with intelligent filtering that automatically adjusts by reporting period, with separate automated pipelines for weekly and end-of-month cycles. Data is refreshed and ingested into shared documentation every morning before the business day begins. Automated data feeds connect directly to shared reporting files, and a centralized dashboard serves as the single source of truth for all charts and visuals used in the weekly deck. The only remaining manual step is placing the pre-built assets into the final presentation.

The entire solution was built on Amazon Quick, Smith Avenue Insights' recommended BI platform for reporting transformations. Quick's native AWS integration enables seamless automated pipelines, interactive self-service dashboards, and the scalability to grow alongside the client as reporting needs expand.

RESULTS

Weekly report build time

Monthly hours on reporting

People involved in manual process

Monthly recovered productivity value

Manual data entry errors

Implementation timeline

Data freshness

BEFORE

30+ hours

150+ hours

6-10

—

Frequent

—

On-demand (manual)

AFTER

1-2 hours

~8 hours

Minimal oversight only

\$10,000-\$20,000

Nearly eliminated

2-4 weeks

Daily, automated

BENEFITS OF WORKING WITH SMITH AVENUE INSIGHTS

- 1. Massive Time Recovery** 150 hours per month returned to the team to focus on strategic work instead of repetitive data pulls.
- 2. Near-Zero Reporting Errors** Automated data pipelines removed the manual touchpoints that introduced inaccuracies into every reporting cycle.
- 3. Always-On Data Access** Stakeholders have fresh, reliable numbers every morning without requesting a thing, reducing BI dependency and empowering teams to explore data on their own.

SMITH AVENUE INSIGHTS

Smith Avenue Insights is an AWS Partner specializing in consulting and implementation for companies looking to modernize their reporting and analytics operations. We combine deep expertise in data strategy with hands-on implementation to deliver measurable outcomes in weeks, not months. Amazon Quick is at the center of our approach, providing the scalability, automation, and self-service capabilities that make these transformations sustainable long-term.

Whether a team is drowning in manual reporting, struggling with data accuracy, or unable to get timely answers from an overburdened BI team, Smith Avenue Insights and Quick deliver the infrastructure to solve it.

Visit smithaveinsights.com to learn more or schedule a demo at smithaveinsights.com/demo.