



# Aloola

## Analytics Enablement Partner Engagement with Moderna

**Company:** Moderna

**Industry:** Biotechnology

**Buyer Persona:** Data and Analytics Leaders

**Author:** Danielle Kingsbury (Data & Marketing Analytics)

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# **Analytics Enablement Partner Engagement with Moderna**

## **» Introduction**

For the past year, Alooka has been working with Moderna as its analytics enablement partner. Speaking with Avil Dsouza, Associate Director of the Web Analytics Program at Moderna, he shared Moderna's need to have a dedicated analytics partner who is nimble and quick to deliver. With Alooka's help, Avil's team has been successful in establishing enterprise analytics architecture across 30+ websites, with more websites to come.

## **» The Story of Moderna**

Moderna set out to change the world and make mRNA medicines a reality for humanity. Since their founding in 2010, they have worked to build the industry's leading mRNA technology platform. Headquartered in Cambridge, Massachusetts, Moderna's name combines the words "modified" and "RNA", which happens to contain the word "modern." Moderna was one of the first companies to receive full approval for the COVID-19 vaccine in people 18 years of age or older in the U.S., and was instrumental in helping to slow the spread of the virus in 2020.

## **» The Challenge of Setting up an Enterprise Analytics System**

Moderna has many websites, and being within the pharma industry which is fast paced and agile, it's important for the organization to gain actionable insights in a timely manner. Avil's team was tasked with tagging and enabling analytics on these websites so that stakeholders within Moderna are able to create reports and gain actionable insights.

In order to achieve the streamlined tracking system they desired across all of their websites, they had to set up an enterprise analytics system, and engaged Alooka to help them with this project.

## **» Why Alooka?**

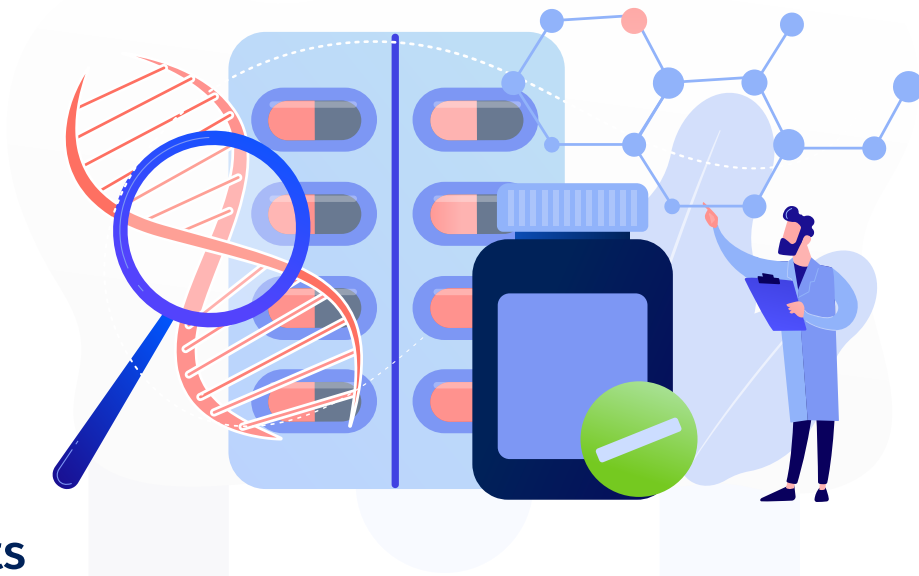
Alooka expertise in the digital analytics industry made it an easy choice for Moderna to choose Alooka as its analytics partner. Having worked with Alooka's Founder, Nikhil Sojitra, on past engagements, Moderna knew that Alooka's team of engineers and QA resources have executed successful enablement for other clients, as well as have a deep expertise in Tealium and Adobe Analytics, which is what Moderna uses on their websites.

Additionally, Moderna wanted to partner with a team that is fast and nimble. Since rules and processes can hinder the development of any project when partnering with a large organization, Moderna saw the value in Alooka's small-shop and their ability to provide on-demand support.

## » Aloola's Response

Having started off this year with about 12 or 15 websites, that number has steadily grown to 30 websites, with about 10 more to come in the near future. Moderna needed a high-level tagging strategy that was scalable and could be operationalized quickly. Initially, the strategy would be implemented on certain websites to prove the process of scalability, with the remaining websites to be attended to once tried and tested.

Aloola helped Moderna establish enterprise architecture by defining the tagging strategy, the tracking methodologies, what needs to be tracked, and how it needs to be primed. The foundational work involved setting up an enterprise data layer schema, setting up the naming conventions, data governance, etc.



## » The Results

With the help of Aloola, Moderna's team has been successful in tagging and implementing analytics across all of its websites and creating its enterprise analytics architecture, increasing Moderna's profitability and ensuring cohesion across the board.

"We would not have been able to churn out these mini tickets or these mini-enablement projects in such a short time with the internal team that we have at Moderna right now, but with the help of Aloola, we are now turning around projects in a matter of days. With the typical internal employee, we ask our stakeholder to give us at least two to four weeks to complete a project. But with the help of Aloola, there are projects which we have turned around in a couple of days."

Now that Moderna's architecture is in place, they are working with Aloola to improve the process in the future by deepening their understanding of new technologies, learning new ways of identifying users, strategizing on how to improve the tagging architecture, and exploring ways to leverage their CDP to take actions based on the insights they've gained.

## » See what Aloola can do for you!

Global organizations have an unquestionable need for an enterprise analytics system, however, oftentimes lack the expertise to be able to implement properly. Aloola's fast, nimble resources are able to set the roadmap and execute reliably, ensuring our partners have full faith in the results they can expect. If you want to see the same results as Moderna, contact our Director of Client Services, Danielle Kingsbury at [contact@aloola.io](mailto:contact@aloola.io).