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OmniSpot

A revenue intelligence platform shaped by marketing experience

PRODUCT STRATEGY / MARKETING OPERATIONS / SAUDI ARABIA AND THE GCC

OmniSpot grew from a problem I knew first-hand as a marketer: I often needed several tools to solve connected marketing problems.

I built OmniSpot with my team from the ground up to bring customer data, commerce insight and marketing workflows into one connected workspace. The aim was to make the work around customers, campaigns and revenue easier to manage together.

My contribution

My work covered ideation, strategic planning, business planning and mapping the product, alongside hands-on work on parts of development. I worked with my team to turn the business concept into product requirements, connected workflows and a software build.

The central idea

A shared customer context can connect the decisions marketers make with the workflows used to act on them. OmniSpot applies that idea across customer intelligence, audience planning, commerce analysis and journey design, with English and Arabic experiences for regional teams.

01 / SHAPING THE PRODUCT

Connecting the work around the customer

The product starts with a marketer's operating problem and follows it through to the information, decisions and workflows that need to come together.

The business and product planning brought customer understanding, campaign work and commercial activity into a shared scope. Mapping that scope connected the customer record with purchase history, audience criteria, journey steps and the reviews needed before an action is activated.

A connected product scope

Customer intelligence. Customer profiles bring together purchase history, commercial signals and consent information. A shared customer view gives audience planning and commercial conversations a common starting point.

Commerce insight. Shopify CSV imports connect customer, order and product records. Analytics support views of recognized revenue, repeat purchasing, average order value and product demand.

Marketing workflows. Audience segmentation, campaign planning and journey design sit alongside preview and review steps. Journey setup connects the objective, audience, entry conditions and consent purpose.

Revenue operations. Company records, sales opportunities and activities connect commercial follow-up to customer context.

A regional experience. English and formal Arabic interfaces include right-to-left layouts. Mobile operating views support review of customer information and journey steps on smaller screens.

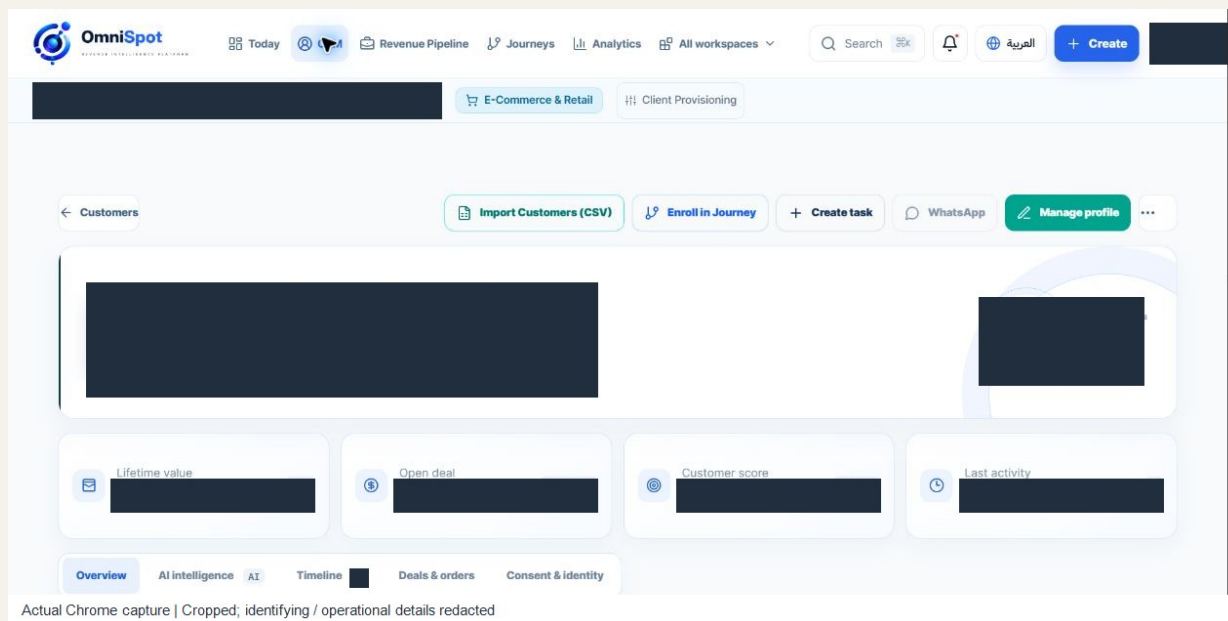
Mapping that supports delivery

My contribution spanned the business direction, product mapping and parts of development. Working across those areas with my team helped carry the original problem into the product build, keeping the relationship between customer needs, operating workflows and implementation visible.

02 / CUSTOMER CONTEXT

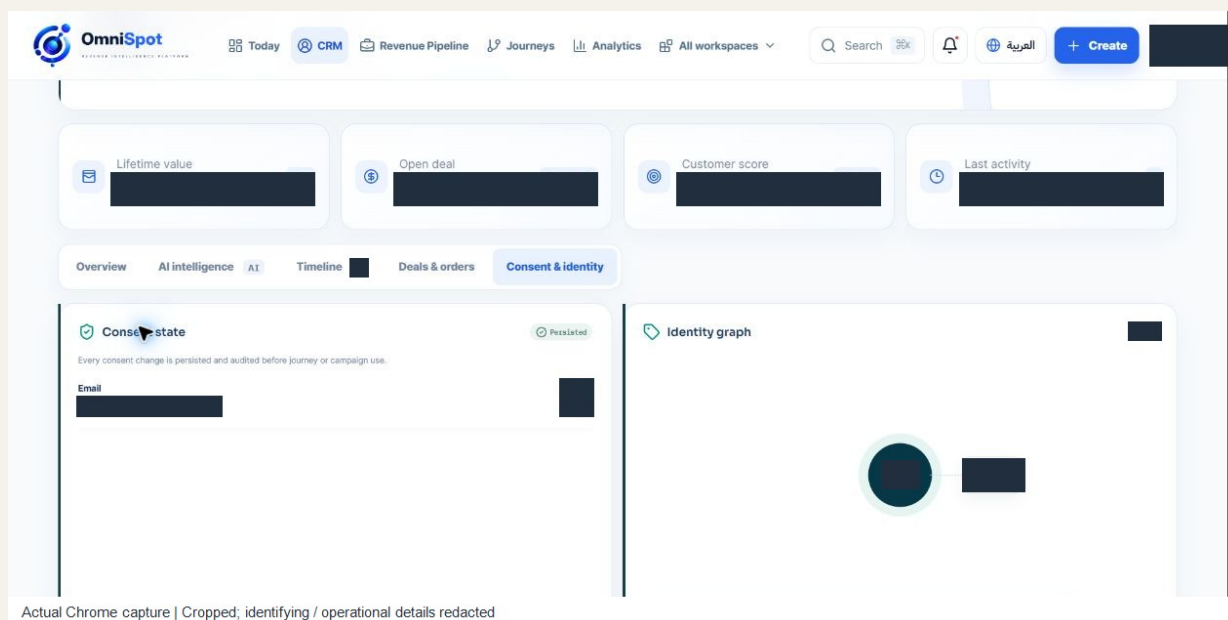
Connecting the customer record

Customer understanding and permission to contact belong in the same planning context.



Actual Chrome capture | Cropped; identifying / operational details redacted

Customer profile: activity, deals and orders, and consent and identity are available from one record. Cropped; identifying and operational details redacted.



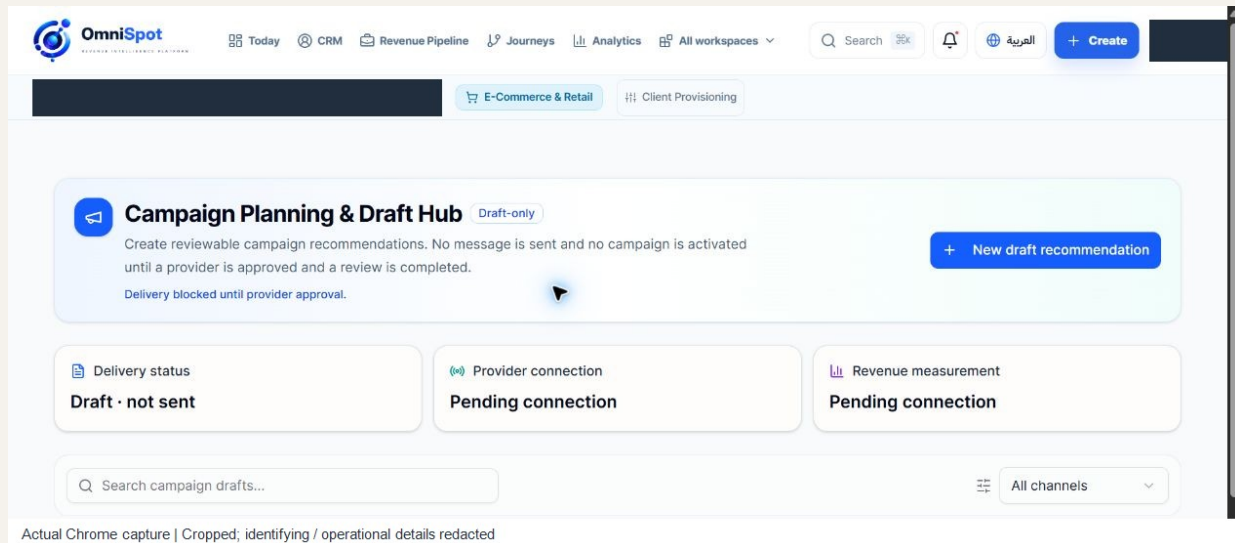
Actual Chrome capture | Cropped; identifying / operational details redacted

Consent and identity: permission context sits beside the customer relationship. The view provides a basis for eligibility decisions. Cropped; details redacted.

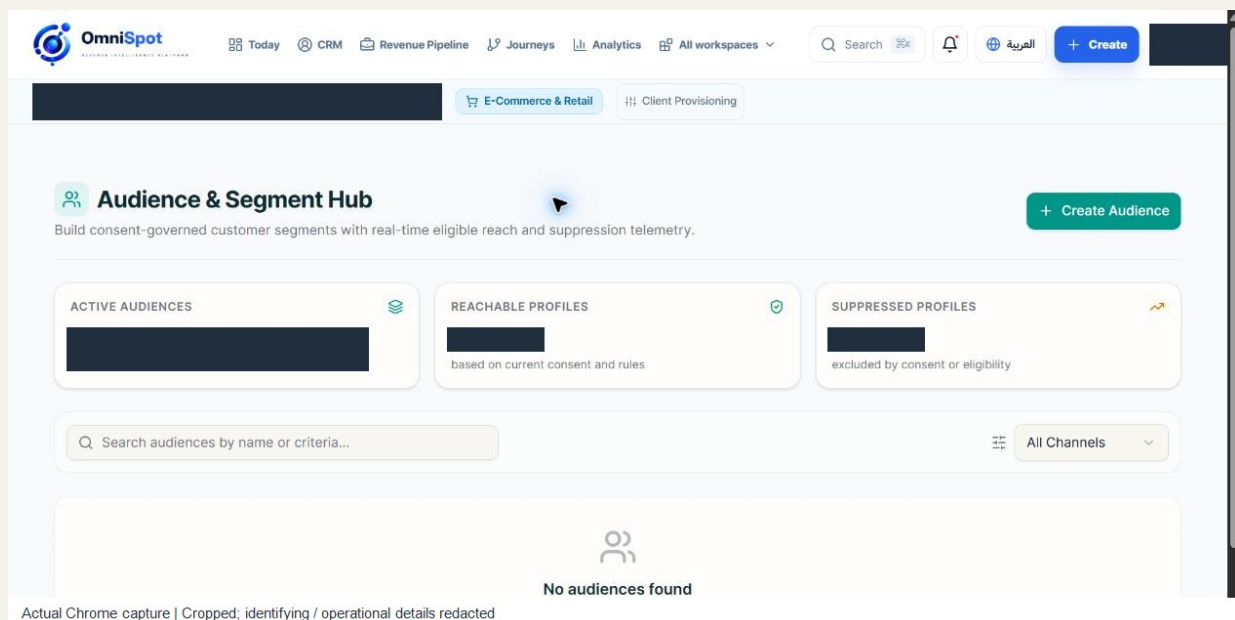
03 / MARKETING PLANNING

Preparing campaigns and audiences

The workspace connects campaign preparation with audience eligibility and review.



Campaign planning: the draft-only hub makes provider approval and review visible before activation. Connection and measurement are pending. Cropped; details redacted.



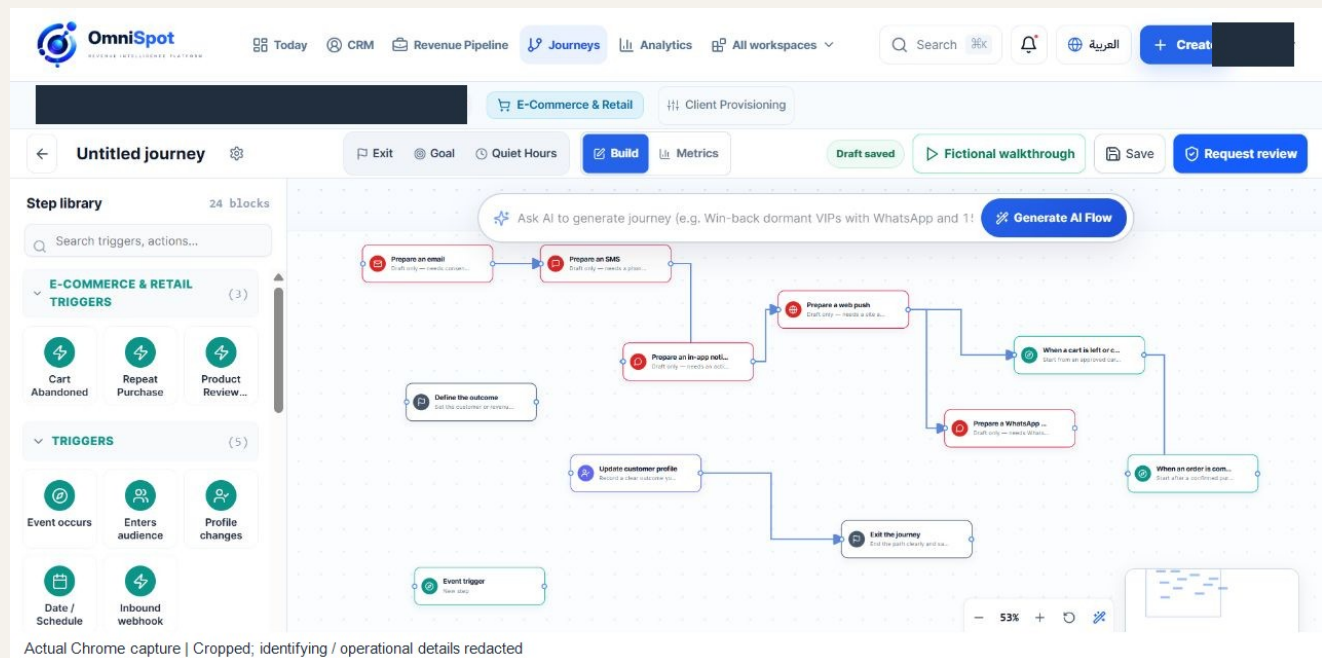
Audience planning: reachable and suppressed profiles are organized around consent and eligibility. The captured list is empty. Cropped; details redacted.

04 / JOURNEY DESIGN



Turning the map into a workflow

The visual canvas makes the sequence of actions and the steps to prepare them visible.



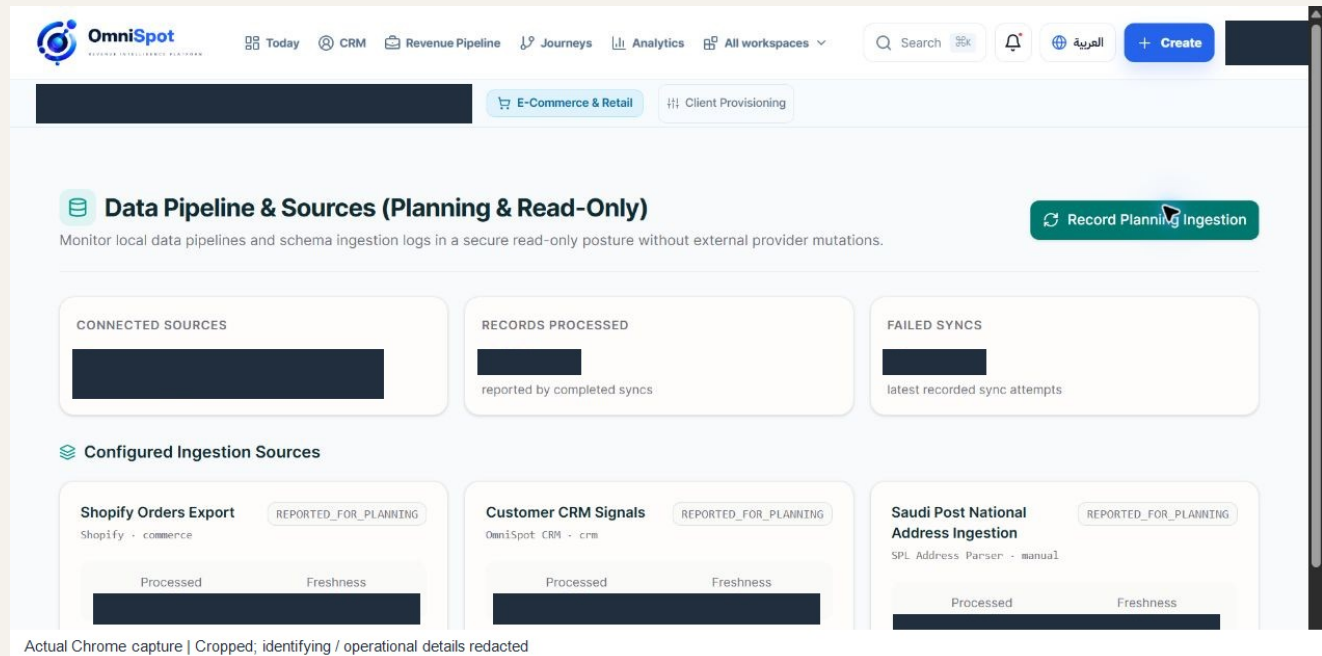
Journey Builder: a saved draft with triggers, message-preparation steps and review controls. Draft-only, with no provider delivery. Cropped; details redacted.

This is where product mapping becomes an operating interface. The path can be inspected alongside its building blocks before review or delivery, connecting the business purpose of the journey to the work needed to prepare it.

05 / COMMERCE AND DATA

Keeping the source in view

Commercial decisions need a clear connection to the customer and order data behind them.



Data Pipeline and Sources: the captured screen is explicitly labeled planning and read-only. Source entries retain their reported-for-planning states. Cropped; details redacted.

A shared commercial context

The product scope connects customer, order and product records through Shopify CSV imports. Commerce views support analysis of recognized revenue, repeat purchasing, average order value and product demand, with the source store left unchanged.

Clarity about what is connected

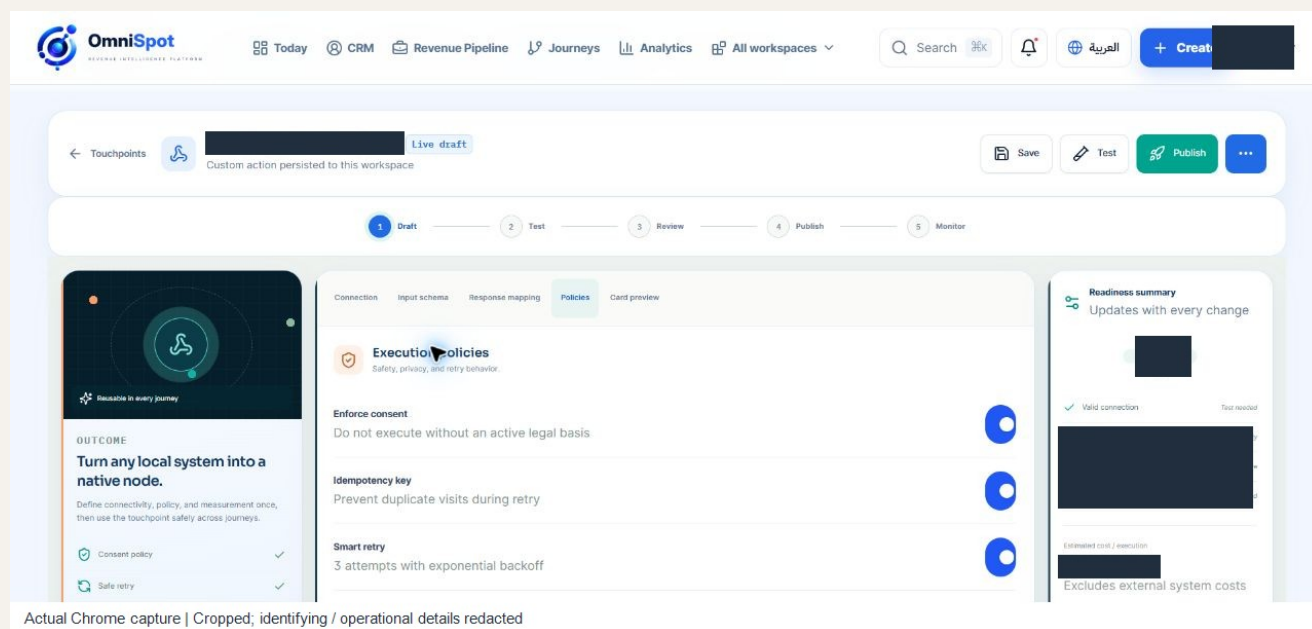
The source view makes the planning state of each entry visible. Keeping that state explicit helps a team decide which data can support an audience, a journey or a commercial review.

These screens show the product structure and available controls. They do not establish connected-provider coverage, live campaign delivery or measured business results.

06 / OPERATING CONTROLS AND TAKEAWAYS

Designing for deliberate action

A connected workflow also needs clear conditions for when an action should proceed.



Touchpoint policies: the interface exposes consent, duplicate-prevention and retry settings within a draft-to-review workflow. Cropped; details redacted.

Controls within the workflow

Consent information informs audience eligibility. Journey preparation includes readiness checks and a safe preview before controlled activation. The policy view brings execution conditions into the same interface as the planned action, so operating decisions remain visible to the team.

What this project demonstrates

OmniSpot brings together my work in strategic planning, marketing operations and digital transformation. I helped shape the business and product direction, mapped connected workflows and contributed to development with my team.

The project gives a concrete expression to the original idea: managing connected customer and marketing work through a shared workspace, with commercial purpose and operating controls considered together.

Workspace captures from 18 October 2026. Identifying and operational details are redacted where indicated. Interface states illustrate product functionality and are not claims of adoption or business performance.