claravine

CLARAVINE CUSTOMER STORY: MULTINATIONAL HEALTHCARE COMPANY

$43B+ 2019 Revenue • $4B+ Marketing Budget • Global Fortune 500 • 3 Global Businesses

"Now, we can collectively optimize the customer experience rather than have siloed brand activities."

| Unified teams across brand activities | Enabled complete, accurate flow of data into Adobe Analytics | Identified and improved suboptimal campaigns |

BACKGROUND

The leading healthcare company invests billions of dollars annually on marketing, including their digital, data and analytics departments. The organization operates multiple brands and markets, including 3 global businesses spanning pharmaceuticals, vaccines, and consumer healthcare. These distributed marketing and sales teams were leveraging multiple marketing channels and techniques, and several vendors and agencies created collateral and marketing materials for campaigns in siloes. Additionally, internal and external groups used unique methods to build campaign tracking parameters and campaign analytics.

CHALLENGE

Inconsistency -- between teams and the marketing campaign data they were collecting -- interfered with the greater organization's ability to produce actionable insights for the brand. The company experienced several issues with their campaign data management process including:

Multiple export methods

Some markets exported classification data in Excel and others had different methods of getting data out. Multiple versions of Excel sheets became too inefficient to enforce as the standard process.

Campaign Tagging Issues

Values and attributes for campaign tagging were created and applied without standardization.

Disrupted market-level analysis

Teams attempting to do analysis on campaign or medium could not make reliable conclusions about performance because of gaps in the data and variations in naming.

Obscured Global Reporting

Roll-up reporting on the geography level for brands wasn't possible because of siloed market-level data.

Ultimately, leaders needed consistency across teams so brand and marketing could consolidate campaign data and analyze performance properly.

SOLUTION

Claravine was selected by the organization to help automate, validate, and govern this campaign data across their disconnected teams.

The central system simplified, According to a former director of global multichannel data management, the central system simplified a previously complex process, "especially with all of the agencies who were involved." One solution for all groups established global consistency for data formats and flows across markets.

Dual-level admin (super or regional) control was another aspect of Claravine's solution that was central to maintaining consistency. For example, this organization established a country admin and template admin to manage data taxonomies and naming conventions that were market-specific. Permissions within this system gave administrators flexibility by allowing division of labor tailored to unique groups, both internally and with external agency partners.

The Claravine team was available to enable all markets during the roll-out process; Admin access allowed them to troubleshoot during each phase.
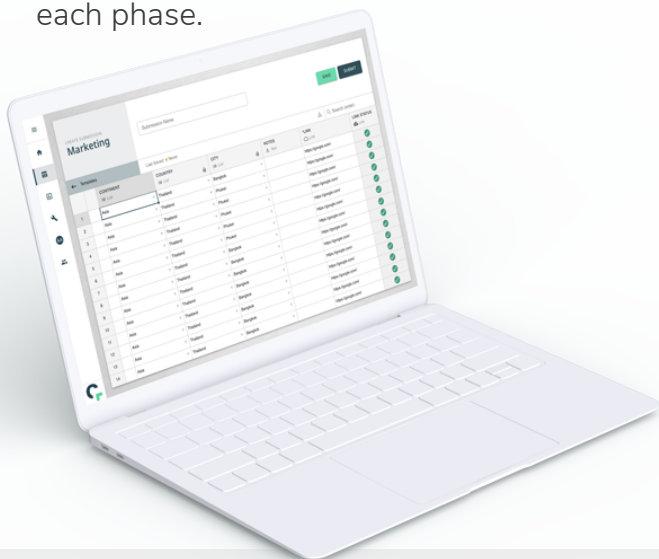
RESULTS

Establishing Claravine across company teams gave their multi-channel marketing leads control over campaign deployment and visibility into campaign execution on a regular schedule. The new system connected separate teams, including platform admins or leaders managing the process, and each brand, marketing team, or agency executing on campaigns.

On an analytics level, Claravine allowed the brand to achieve complete flow into Adobe Analytics, reducing the amount of unspecified and misclassified data. This gave new visibility into which brands and campaigns were doing well, so the business could make fully-informed decisions into how to optimize and where to invest more. Having a central system for their data gave visibility to other brands' activities and identified suboptimal campaigns and campaigns with duplicate elements.

ABOUT CLARAVINE

Claravine is a leading technology platform that helps standardize, govern, and connect data across every team, system, and channel. Hundreds of top brands use Claravine to centralize their content and campaign data structures, governing the process to generate, validate, and connect data. This ensures consistent standards and optimal digital experiences across the enterprise. As a result, companies have richer analytic insights, better experiences, and increased ROI from their marketing and advertising investments.