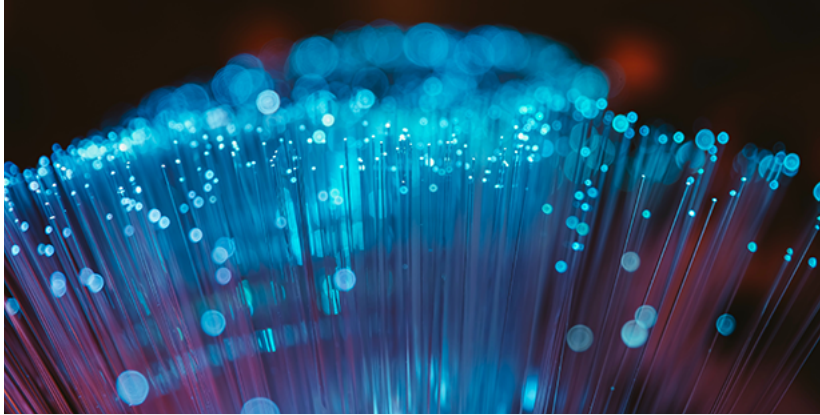




CLARAVINE CUSTOMER STORY: COMMUNICATIONS AND MEDIA COMPANY

\$15.1B 2019 Revenue • \$1.84B in Marketing Spend • Forbes Global 2000 Company



“With Claravine, we’re capturing more information than we’ve ever had before. We’ve cleaned up that unspecified bucket to something more trackable, and we’re deploying campaigns in a more structured way, on top of having the data quality we need.”

- Digital Analytics Manager

24%

Reduction of unspecified (external) campaign tracking codes

50+%

Improvement in eCID creation efficiency

98%

SMS tracking visibility

BACKGROUND

Listed as one of Forbes Top 100 Digital Companies for 2019, the Company is a leading telecommunications service with brands and subsidiaries heavily invested in producing digital campaigns and experiences.

The organization, which began implementing Claravine in July of 2018, executes thousands of campaigns across its multiple brands. They needed Claravine’s platform to help standardize naming conventions, apply automated governance for their campaign tracking process, and ultimately produce consistent data for paid media across all lines of business for display, social, and search.

CHALLENGE

A manager of digital analytics described the previous state of their campaign tracking process as siloed and confusing. Inaccurate reporting, fragmented data, and overall poor visibility into campaign performance often resulted from a misalignment of cross-functional team processes and inconsistent tracking governance. The business needed to improve data quality and create actionable insights to truly optimize their large marketing investment.

SOLUTIONS AND RESULTS

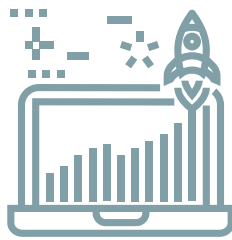
Standardized naming conventions within Claravine gave the customer the ability to track campaigns at every level, including campaign names, creative asset names, and placement names on the ad set level. As a result, the company has experienced several wins, including more efficient CID creation for campaigns.

Incorporating Claravine into campaign creation workflows ensured a standardized and governed approach, not only to tracking code creation, but also when creating naming conventions for things like placements, ad groups, creatives and campaign names. While different teams are responsible for a specific component within these traditional

workflows - for example, trafficking sheets and Prisma files are handled across ad operations and creative teams - incorporating Claravine into the workflow not only eliminated the need for manual QA of values before a campaign launches, but helped to create a uniform naming convention for the organizations paid media tactics.

Leveraging Claravine's direct integrations with platforms like Google Campaign Manager and Facebook Ads Manager, the organization was able to synchronize these traditionally siloed advertising platforms and push ad-level data into Adobe Analytics. Ultimately, enabling the team to analyze and evaluate performance down to a creative level.

End-to-end tracking benefits the business by facilitating analysis 'beyond a click' and ensuring there is complete and thorough metadata to improve segmentation, analysis,



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.

