claravine

CLARAVINE CUSTOMER STORY: FORTUNE 100 RETAIL COMPANY

Approximately 4B annual ad spend
10K+ annual campaigns run globally
50K+ tracking links generated per month

> "Our big task on the media science team and responsibility in our early years are over data standards and governance. Claravine helped lay that foundation....helping to increase paid media tracking by 65%."

65% increase in digital paid media tracking

Standardized campaign data governance across 14 agencies and 7 different internal teams

Ongoing data enrichment of 70+ campaign metadata fields

BACKGROUND

The leading sportswear company tracks campaigns globally across several geographies, territory and country branches, each using multiple agency groups. The company's Global Media Science team approached Claravine looking to establish data standardization and governance. Specifically, they wanted to assess the effectiveness of the company's latest World Cup campaign, involving thousands of digital ads run on multiple channels and platforms in dozens of countries.

CHALLENGE

The complex network of teams on multiple levels of the company lacked a common, enforceable process to implement and validate that classifications were implemented consistently and flowing correctly to analytics solutions ahead of execution. Because of this, leaders lacked visibility into tracking, which had become inaccurate and difficult to aggregate. Difficulties included:

Multiple Tracking Structures	Disconnected Sources	Inconsistent Adobe Analytics Reports	Aggregation Restraints
Multiple campaign names and category abbreviations for tracking codes (e.g. a 'Back to Football' campaign abbreviated as BTF, B2F, Back2Football, etc.) disrupted views into traffic and campaign attribution	Teams and agencies generated campaign codes on disparate sources (excel sheets, email)	Inconsistent values caused attribution and drill-down challenges and limited campaign visibility	Unable to answer basic business asks ('How did our Back to Football campaign perform globally?') with dozens of data variations

SOLUTION AND RESULTS

Since adopting Claravine a year ago, the platform created a centrally governed taxonomy across global teams in a centralized UI along with enabling metadata enrichment for 70+ fields in standardized picklists. It simplified the process of generating tracking codes, populating classifications, and instantly validating tracking capture in Adobe Analytics on an enterprise scale.

An enforced process dramatically improved tracking for the company's recent World Cup campaign, which involved thousands of digital ads run on dozens of channels and platforms globally. Claravine enables the client's vision to move away from speculative decisions and use the new data richness, quality, and time savings to develop increased maturity of their analytics, proving the value of their full paid media efforts.

The new data governance model has benefitted teams that are optimizing media programs within a specific channel or region. This includes efforts for paid media, organic and owned social targeted communication with .com apps and email. It also supports the centralized Media Science team, who is searching for broader insights. Those insights inform choices about how media budgets are allocated across channels. They also lead to better decisions about audience targeting, placements, offers, and even very specific creative 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.

For more information, visit www.claravine.com.

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