



Using The Data Standards Cloud™ to Automate Media Tracking

Tagging and enforcing data tracking standards across each ad is an incredibly manual process spanning different teams and platforms. As a result, analysts spend valuable time cleaning data while leaders lack the unified performance views that tie web behavior to specific creatives, ads, campaigns and other vital details. Claravine helps media teams automate the process to validate and govern campaign metadata across media platforms, resulting in richer, 100% accurate views of media performance and faster time to launch across the organization.

3.5K Global Brands, 7.5M+ Campaigns and Experiences, 100+ Countries



“Claravine helped us ensure campaign tracking consistency across our global organization. As a result, we have the reliable, detailed insights we need to drive better ad and marketing performance. We spend less time cleaning data and more time driving ROI.”

- Bristol-Myers Squibb



Our Record Of Success

claravine,

Our customers consistently report the following:

10-15%

Increase in return on ad spend (ROAS) for each new dollar tracked

100%

Data format, tracking code, and tag compliance

80+%

Reduction in time spent on data quality processes

Google Campaign Manager Automation



Google Campaign Manager has a lot of data about your campaigns, but what the campaign is called in GCM may vary from the campaign name given in a tracking parameter added for Adobe Analytics tracking. There are granular details down to the placement and creative level, and it would be painstaking to manually generate and append unique tracking codes at this level.

Claravine offers the ability to standardize and align your naming convention across multiple platforms. Our platform can also send the details that GCM has about your campaign, such as the names and IDs for each level of detail and any custom fields into classifications within Adobe Analytics so both systems can refer to the same names and identifiers. Claravine can also pass this same information to other systems such as downstream databases, so no matter where you look for the details, they will be categorized and named in a way that aligns across platforms.

You may wish to apply the same level of standardization to your naming within GCM as you apply to your campaign tracking codes themselves. In this case, you can use the Claravine platform as a starting point for building your campaign, and let Claravine do the work of ensuring proper details are entered. Claravine then automatically sets up the campaign in GCM through the API according to the details you've entered.

None of these steps will help if the campaign is pointed to a landing page that doesn't have analytics properly implemented, so we also validate that the URLs to which you are directing traffic are live and have the correct analytics implementation present.

Claravine significantly reduces the effort needed to align tracking at a granular level between GCM and Adobe Analytics or within GCM itself, while simultaneously preventing issues before they occur using our landing page validation.

Facebook Ads Manager Automation



Many companies do not execute detailed tracking for their social campaigns due to the amount of effort it takes to individually tag each ad. They may use a generic tag or rely on referring URLs only to identify social traffic. This makes it hard to tie post-click web behavior to specific creatives, ads, and campaigns, which in turn makes it difficult to perform detailed analysis on which campaigns are truly succeeding or failing.

Claravine provides a way to drastically reduce the effort it takes to get detailed information on Facebook campaign details within Adobe Analytics, Google Analytics, and various database systems.

Claravine connects to the Facebook API and pulls in the campaign details that Facebook knows about your ads on a regular schedule. Claravine users can fill in any additional custom details that need to be appended to the data if needed. From there, the platform can automatically append tracking codes to

the landing page URLs, as well as send detailed data from Facebook about the campaign to classifications within Adobe Analytics, or custom data import fields within Google Analytics. Mapping these details simply requires configuration of a key to collect a unique code (a custom dimension within Google Analytics, or an eVar within Adobe Analytics), then mapping the attributes about the Facebook details. This mapping pushes Facebook- provided metadata to custom dimensions that have been configured within GA or classifications fields within Adobe.

Additionally, if you are using a database that needs similar details about Facebook campaigns, or if you have an in-house analytics solution apart from GA or Adobe, Claravine can push files to Google Cloud Storage, Azure, SFTP/FTP, S3, and/or Box accounts.

As a result, you're able to create consistent and complete tracking with minimal effort, allowing you to make better decisions on your ad spend, leading to improved results.



Standardize

Define and manage your unique data language.



Connect

Integrate and automate your standards across your ecosystem.



Control

Evolve standards and access to meet your changing needs.

About Claravine

Claravine is redefining data integrity for the global enterprise. The Data Standards Cloud™ makes it easy for teams to standardize, connect, and control data collaboratively, across the organization. Leading brands use Claravine to take greater ownership and control of their data from the start, for better decisions, stickier consumer experiences, and increased ROI.

For more information, visit **www.claravine.com**

