



## 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.

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.

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.

Ultimately, automated data governance and tracking code creation help the company and its digital teams deploy and analyze campaign results more easily and ask the deep questions only answerable through detailed metadata.



For more information, visit [www.claravine.com](http://www.claravine.com)