

## Good Data-Driven Decisions Start with Data Standards

The complexity of mobile campaigns and loss of device-level visibility makes it even more challenging to measure and optimize across channels. That's why it's never been more important to have a consistent marketing taxonomy across mobile—and beyond.

Claravine partners with AppsFlyer, a global leader in marketing measurement and customer experience, to deploy The Data Standards Cloud® so teams can:

- Generate consistent metadata including enabling the right ad macros across paid mobile ad networks
- Create alignment across mobile and non-mobile channels with a common taxonomy
- Improve understanding of the impact of campaigns and make faster optimization decisions



With Claravine, not only can customers easily create OneLinks that adhere to AppsFlyer's standard, they can also enrich each link with additional attributes - helping them to quickly and confidently drive experimentation and optimization.



*Vincent Low, Global Sr Director of Cloud & Technology Alliances*



### How Does It Work?

Leverage AppsFlyer-specific templates in The Data Standards Cloud for quick OneLink creation. Templates are customizable, enabling you to align required metadata to your marketing taxonomy.

Once data is entered into Claravine's platform and links are generated, data is sent directly to your analytics platforms or data teams. As OneLinks are used and user event data is gathered, you can seamlessly connect this rich, dimensional metadata to AppsFlyer and web analytics.

### Take Mobile Campaign Data to the Next Level



#### Accelerate Insights

Well-structured links with the right metadata enable faster, richer cross-channel measurement across paid and owned.



#### Create Consistency

A marketing taxonomy for mobile ad campaigns ensures the right ad network macros are included on the right link.



#### Simplify Collaboration

An intuitive central access point for every team speeds up work without sacrificing accuracy.