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Powered Lists: Streamlining Data Inputs Across Teams

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INTRODUCTION

Rebekah Garner

Customer Success

rgarner@claravine.com

AGENDA

01 **Global Campaign Identifier**

Unique Identifier for a Campaign

02 **Audience Name**

Consistent Audience Names Across Channels

03 **Other Ideas**

Uses are Limitless

04 **Q&A & Resources**

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Separate Templates for Separate Workstreams

Teams own their parts independently

There are many teams and data points in the creation of marketing standards practice
Each team specializes in their data points, such as creative, audience, campaign data

Use different templates in Claravine to connect teams and data

Each team can input their relevant data in Claravine to collect all campaign information in one place. For example:

- The **media planning team** can have a template for global campaign details, such as region/country, brand, product, agency, and advertiser.
- The **creative team** can have a template for all the asset names, sizes, and formats.
- The **audience team** can have a template for the objective, audience source, category, segments, initiatives, and other audience-specific information.

Ultimately, creating a standardized data model for your business

- Easily share enriched data from the specialized teams to the Ad Ops/Trafficking teams without additional clarification on inputs.
- Ensure that analytics has precise data from the specialized teams to produce detailed insights and actionable next steps to drive the business forward.

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01

Global Campaign Identifier

Create a Unique Identifier for a Campaign

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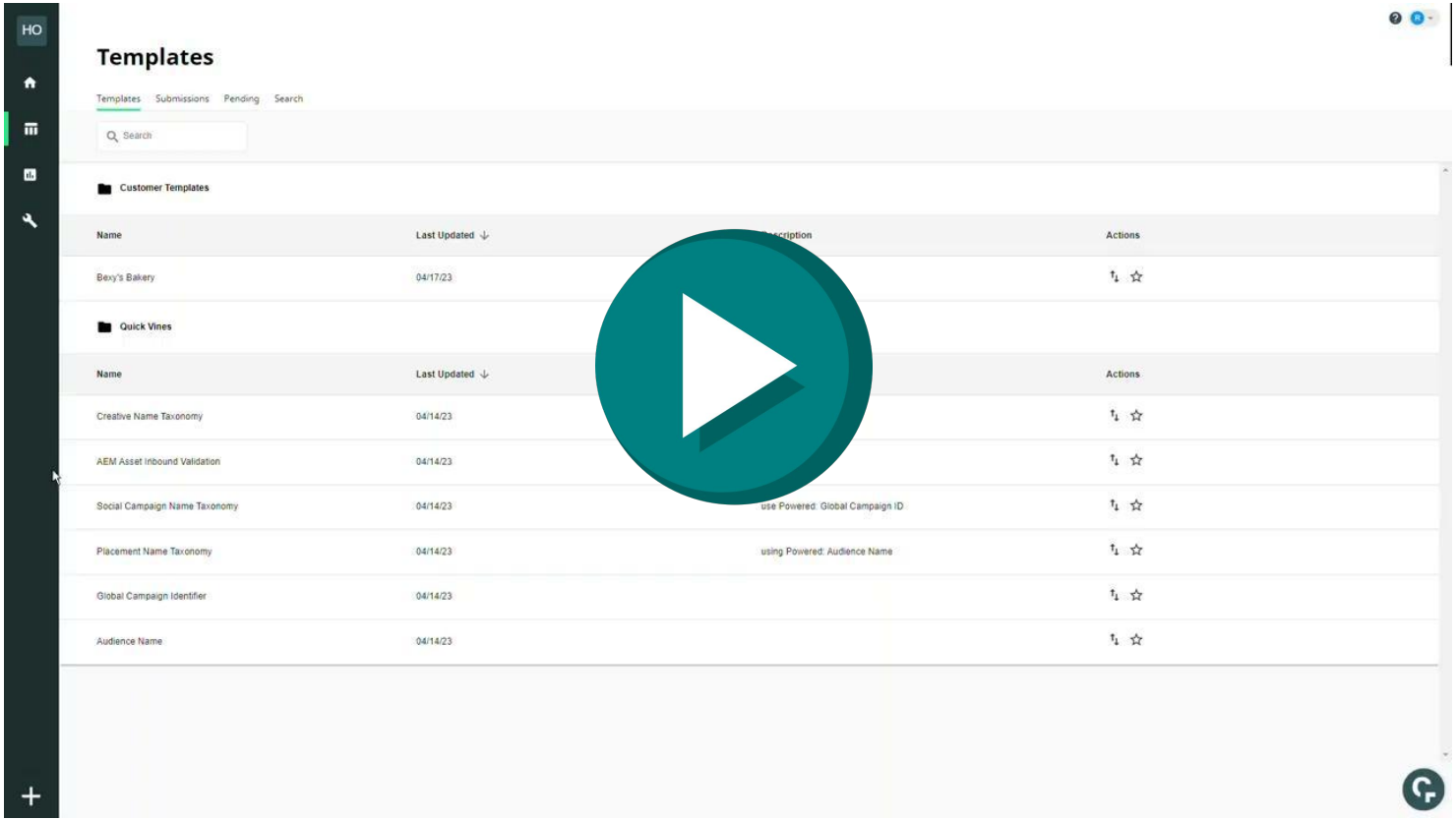
Unique Campaign Data with a Global Campaign ID



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Unique Campaign Data with a Global Campaign ID

Global Campaign ID Template

GLOBAL CAMPAIGN IDENTIFIER (Autofill)	REGION (List)	COUNTRY (List)	AGENCY (List)	ADVERTISER (List)	CAMPAIGN CONTENT (Text)	PLANNING LEAD (Text)
UnitedStatesAgency1AnalyticsNexus0002	NA	United States	Agency 1	Analytics Nexus	Upcoming Event	Rebekah Garner
UnitedStatesAgency5AnalyticsNexus0003	NA	United States	Agency 5	Analytics Nexus	Upcoming Event	Rebekah Garner
CanadaAgency7AnalyticsNexus0004	NA	Canada	Agency 7	Analytics Nexus	Upcoming Event	Rebekah Garner

Example of the "powered list"

*SOCIAL PLATFORM CAMPAIGN NAME (Concatenation)	*POWERED: GLOBAL CAMPAIGN ID (List)	*CAMPAIGN NAME (Text)	*OBJECTIVE (List)
Austin Event_SOC_AW_Quarter 2_UnitedStatesAgency1An	UnitedStatesAgency1AnalyticsNexus0002	Austin Event	Aware (Awareness)
Seattle Event_SOC_AW_Quarter 2_UnitedStatesAgency1An	UnitedStatesAgency1AnalyticsNexus0002	Seattle Event	Aware (Awareness)
Toronto Event_SOC_AW_Quarter 2_CanadaAgency7Analyti	CanadaAgency7AnalyticsNexus0004	Toronto Event	Aware (Awareness)

Select...

- ThailandAgency3AnalyticsNexus0001
- UnitedStatesAgency1AnalyticsNexus0002
- UnitedStatesAgency5AnalyticsNexus0003
- CanadaAgency7AnalyticsNexus0004

The **Global Campaign ID Template** assigns a unique ID to a global campaign event plus details

All submission data is saved to a **"powered" list.**

powered list - a collection of all submissions

All media campaign naming templates reference the **Global Campaign ID "powered" list** where users select the Global Campaign ID and all the fields used to create the Global Campaign ID are brought in - **fewer clicks for users!**

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02

Audience Name

Consistent Audience Names Accessible to Media Name Creation

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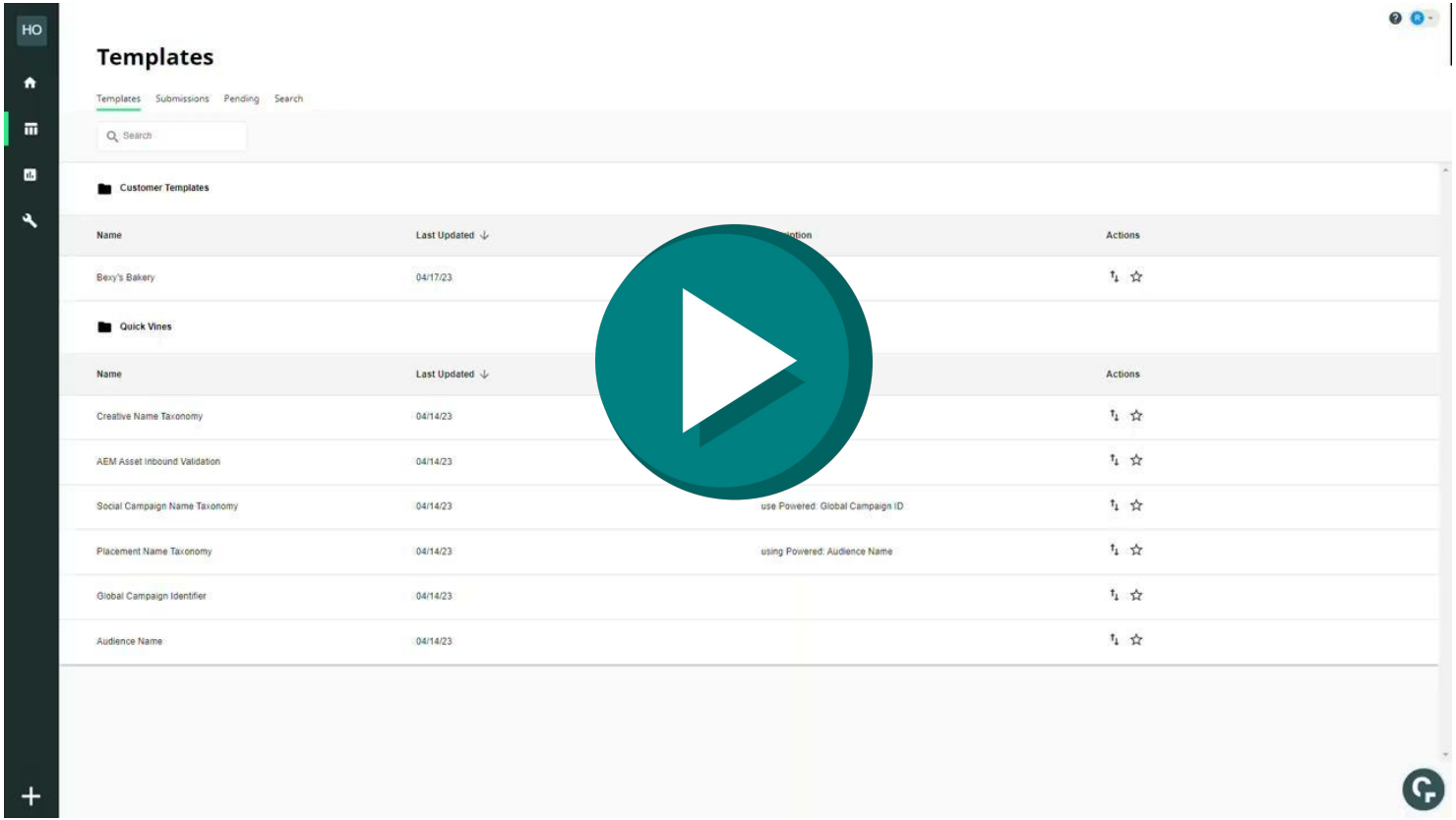
Using the Same Audience Name Across Channels



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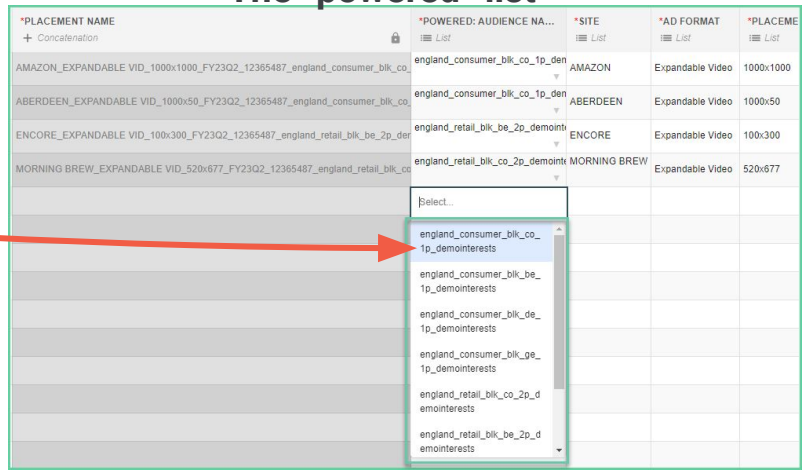
Using the same Audience Name Across Channels

Audience Name Template

AUDIENCE NAME (Autofill)	REGION (List)	COUNTRY (List)	AGENCY (List)	BUSINESS UNIT (List)	ATTRIBUTE CATEGORY (List)
england_consumer_blk_co_1p_demointerests	EMEA	England	Agency 5	consumer	Contextual
england_consumer_blk_be_1p_demointerests	EMEA	England	Agency 5	consumer	Behavioral
england_consumer_blk_de_1p_demointerests	EMEA	England	Agency 5	consumer	Demographic
england_consumer_blk_ge_1p_demointerests	EMEA	England	Agency 5	consumer	Geographical
england_retail_blk_co_2p_demointerests	EMEA	England	Agency 5	retail	Contextual
england_retail_blk_be_2p_demointerests	EMEA	England	Agency 5	retail	Behavioral
england_retail_blk_de_2p_demointerests	EMEA	England	Agency 5	retail	Demographic
england_retail_blk_ge_2p_demointerests	EMEA	England	Agency 5	retail	Geographical

The “powered” list



The **Audience Name Template** is only accessed by that team. It will require users input from a standardized list. Ensuring Ad Ops teams have the information they need.

All submission data is saved to a **“powered” list**.

A powered list is a collection of all submissions

All media naming templates reference the **Audience Name “powered” list**

Users select the Audience Name and all the fields used to create the Audience Name are brought in – **Accurate audience insights!**

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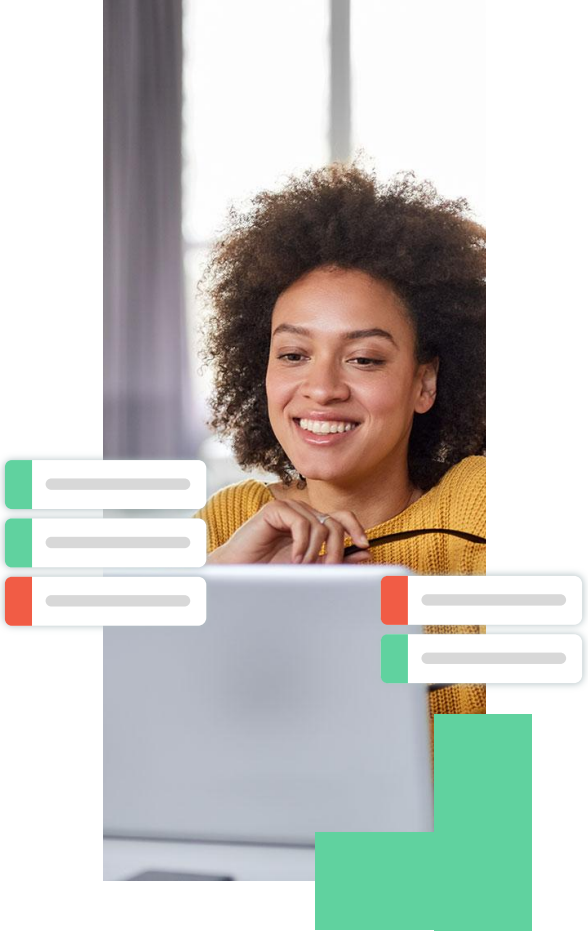
03

Uses are limitless

Here are some ideas to get you started!



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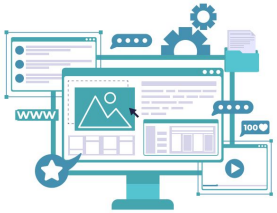

Example 1: Global Campaign Name for Publications

Template 1 is the Global Campaign Name. Fields could be agency, brand/product, account manager, campaign name, launch dates, etc.

Example:
Global Campaign Name = Health Information

Template 2 each Regional office creates the publication details and ladders up to the Global Campaign Name

Example:
Publications = About Vitamin D; Know Your LDL/HDL Levels; Normal Heart Rate Range

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Example 2: Offer Codes

Template 1 generates the Offer codes

Example:

Offer Code = 20% Off for Black Friday (*20BF* shortened name)

Template 2 creates Display and Social Creative Name taxonomy templates

Example:

Social Creative Name Template = US_FB_*20BF*_15s_ShopNow_20230420

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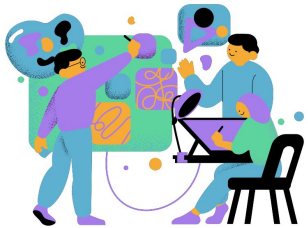

Example 3: Creative Content

Template 1 correct creative asset details identified by a Creative File ID in a digital warehouse

Example:
Creative ID = 12345, identify the format type, size, background details, product, product color, asset filename

Template 2 agencies and Ad Ops teams pick the Creative ID per ad

Example:
Paid Media Template = select the Creative ID and metadata is pre-populated. Fields will automatically be included in the Creative Name taxonomy.

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Utilize Adobe Experience Manager

ASSET TITLE (Text)	ASSET DESCRIPTION (Text)	ASSET TYPE (List)	FILE FORMAT (Text)	TAG ID (List)
Hiker Himalayas Updated	Hiker walks on train in Himalayas	Lifestyle Image	image/jpeg	
Trekker Ama Dablam	Trekker below Ama Dablam in t...	Lifestyle Image	image/jpeg	
Trekker Khumbu Valley	Trecker in Himalayas, Khumbu ...	Lifestyle Image	image/jpeg	
	Female hiking in red coat - Colt...		image/jpeg	we-retail:activity/hiking
	AEM description for demo purp...		image/jpeg	
Fitness Woman	Healthy lifestyle fitness sporty w...		image/jpeg	we-retail:activity/running
Marathon Shoes	Marathon running race, runners ...		image/jpeg	we-retail:activity/running
Running Couple Mountain	Woman and man runners trainin...		image/jpeg	we-retail:activity/running
Running Desert Woman	Woman winter and autumn runn...		image/jpeg	we-retail:activity/running

Use a template to sync inbound **Adobe Experience Manager**, including AEM Asset ID and metadata.

The template can validate metadata from AEM using lists and field governance.

All submission data is saved to a **"powered" list** or collection of all submissions

All media naming templates reference the **Asset Title "powered" list**

Users will select the Asset Title and creative fields pre-populate based on the selection.

*FINAL CREATIVE NAME (Concatenation)	*MARKETING STRATE... (List)	POWERED: ASSET TITLE (List)	*VERSION (List)	*CTA (List)	*BUSINESS (List)
Sports_Mountain Biking_V1_NA_consumer	Sports	Mountain Biking	V1	NA	consumer
Events_Camp Summer Night_V1_NA_consu	Events	Camp Summer Night	V1	NA	consumer
Clothing_Women's Shirts_V1_ShopNow_cor	Clothing	Women's Shirts	V1	ShopNow	consumer
Events_Ice Climbing Group_V1_NA_consum	Events	Ice Climbing Group	V1	NA	consumer
Clothing_Pipeline Blue Shorts_V1_ShopNow	Clothing	Pipeline Blue Shorts	V1	ShopNow	consumer
Clothing_V2_ShopNow_consumer	Clothing	Select...	V2	ShopNow	consumer

Ice Climbing Group
Chain Tool
Frame 11 Title
Mountain Biking
Camp Summer Night
Women's Shirts

Accurate and details creative insights!

Other Ideas

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How to create a Powered List

Reminder: Think of Powered Lists as a collection, library, or lookup of all submissions on a template.

Step 1:
Create any **Pick Lists** that you need in your List-Powering template

Step 2:
Create the **List-Powering Field Set**

Step 3:
Create the **List-Powering Template**

Step 4:
Create a submission (at least 1 row) using the **List-Powering Template**

Step 5:
In the Pick List menu, create a new **Powered Pick List**. Recommend naming “Collection” or “Powered”. Make sure the first column of the list is the lookup value

- **Hint:** use the Move to Start.

Step 6:
Create a **Powered Field Set** using the powered pick list values ***hint** use Import List function, note the powered fields.

- Add any other fields the user needs to input.

Step 7:
Create a **Powered Template** and reorder as needed.
In the submission table, users select the column 1 value, all other mapped fields auto-populate

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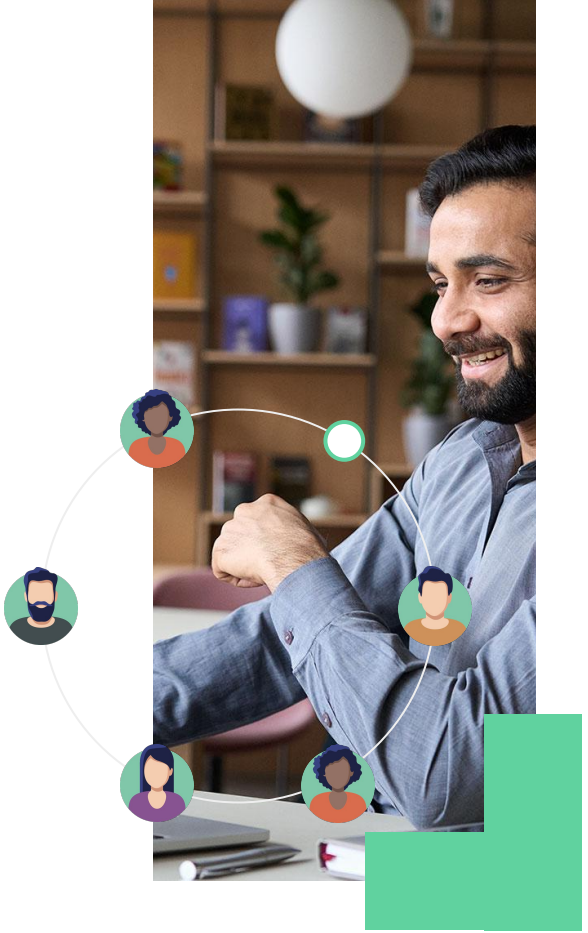
04

Q&A and More Resources



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Questions & Answers

Use the Q&A tab within Zoom to submit anonymous questions!

Poll

How could “powered” lists help your organization?

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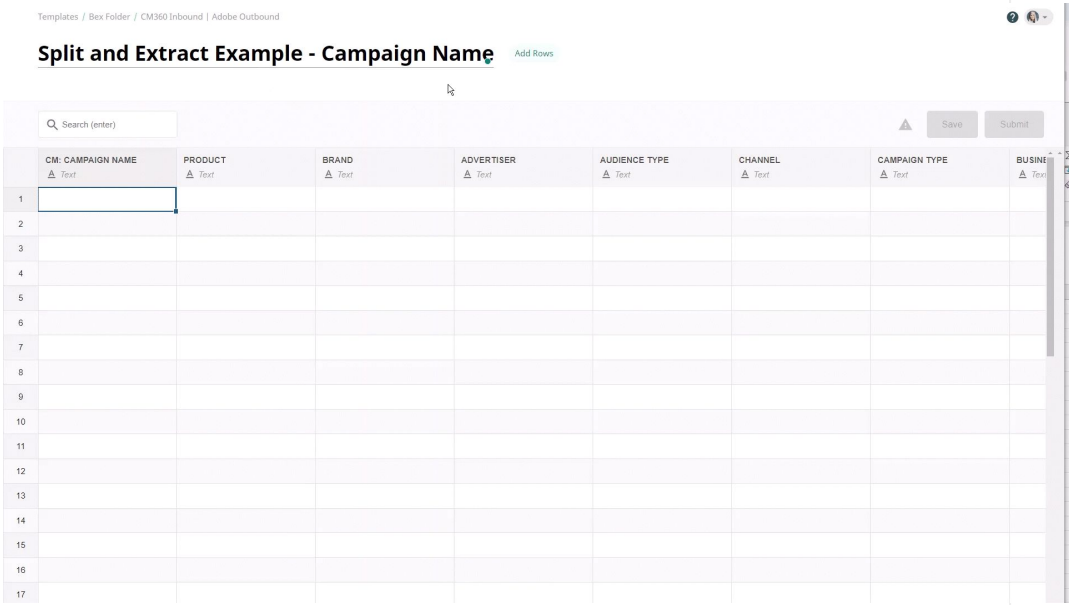
Next Topic: Split & Extract

Date: June 2023 (STC)



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Additional Support Articles

Claravine Article: Powered Lists

Claravine Article: Pick Lists Overview

Claravine Article: Drop-Down List

Claravine Article: Dependent List

Claravine Article: Drill-Down List

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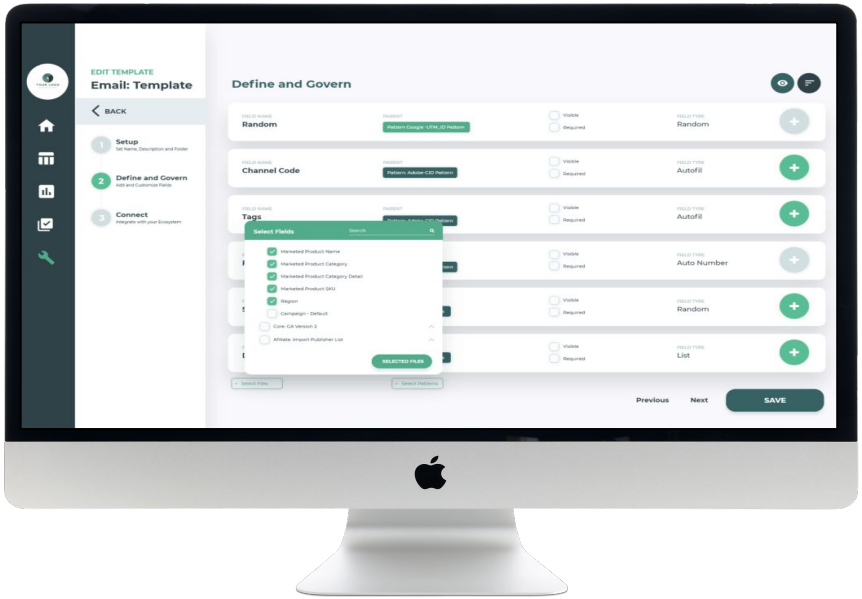

Thank you!