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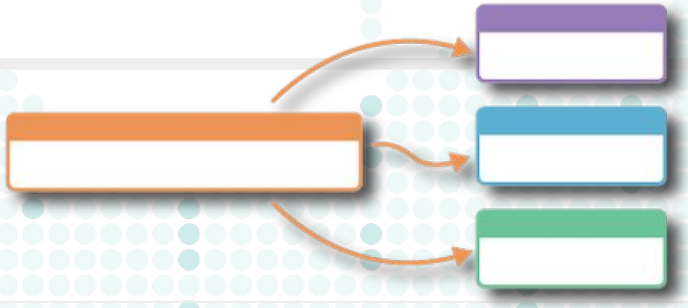
Quick Vine

Maximize Your Data's Usability with Split & Extract



INTRODUCTION

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Customer Success

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AGENDA

01 Naming Conventions

02 Split & Extract Use Cases

03 Setting Up Your Split & Extract

04 Q&A and Resources

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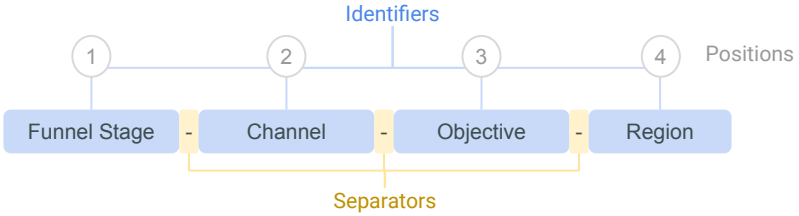
Naming Conventions within Claravine

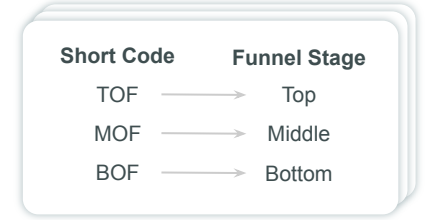
A naming convention is a data standard defining a structured way to associate additional attributes about components of a digital marketing campaign in what is an ordinary free text field (e.g. campaign name).

Why use a naming convention?

- **Campaign Performance & Analysis** — Split names apart into separate categorical fields to answer more questions in campaign performance reporting. (e.g. 'What type of placements performed best?')
- **User Productivity** — Organize information in ad platforms through a common format allowing users to quickly search, browse, and identify components of marketing campaigns. (e.g. ad ops specialist searching Google Ads for all top of funnel, or 'TOF', campaigns)

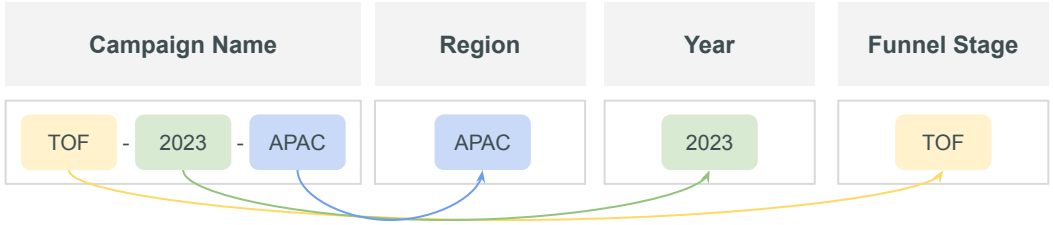


Ex. TOF-Display-Awareness-EMEA



Once split apart, short codes are used to lookup human-friendly values in lookup tables

Data Transformation Functionality: Split and Extract



Audit and Validate Existing Data

Convert Coded Logic

Automation

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Example
01

Audit & Validate Existing Data

Easily Compare & Fix Past Campaign Data

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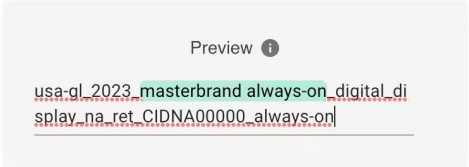
Audit & Validate Existing Data

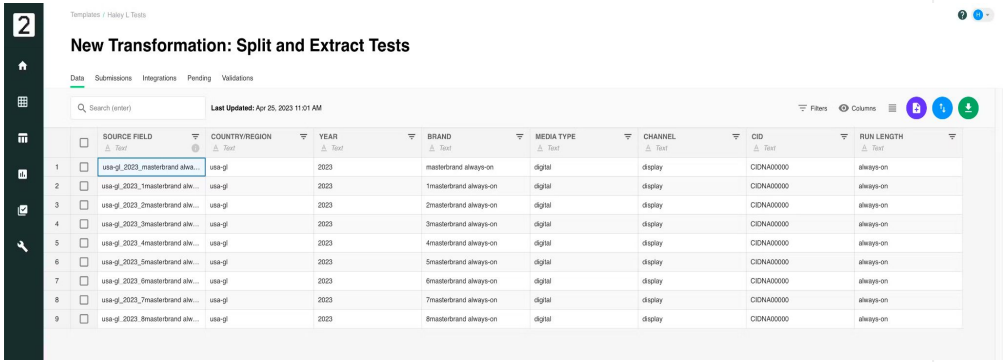
Current state

Media teams and agencies are using a variety of naming conventions and varying processes to create campaigns.

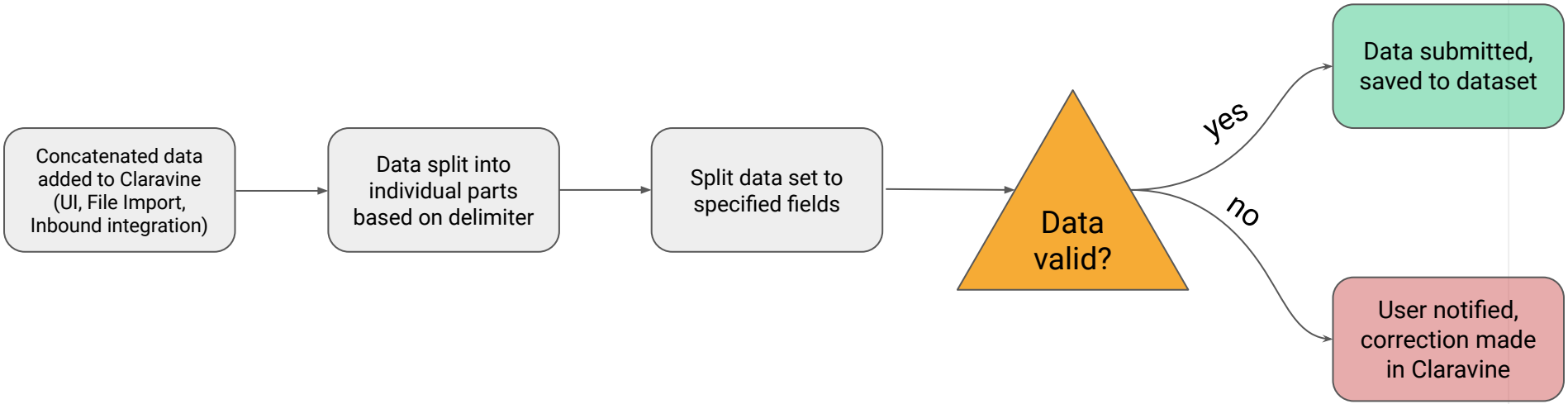


Transform Data

- Import campaign metadata to see and manage your media taxonomy compliance
- Resolve issues and reshare accurate media metadata



Audit & Validate the Process



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Example
02

Convert Short Codes

Access to Human Readable Reporting

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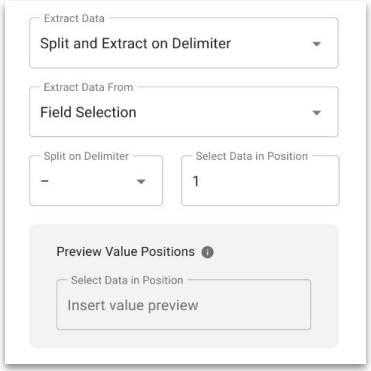
Convert Short Codes

Current state

Teams get creative and use abbreviations or codes to create shortened naming conventions. Analytics solutions struggle to decode and translate the metadata

Transform Data

- Drill down lists & drop downs allow for enriched data
- Split and extract out multiple layers of taxonomies
- Increased dimensional data without long campaign strings

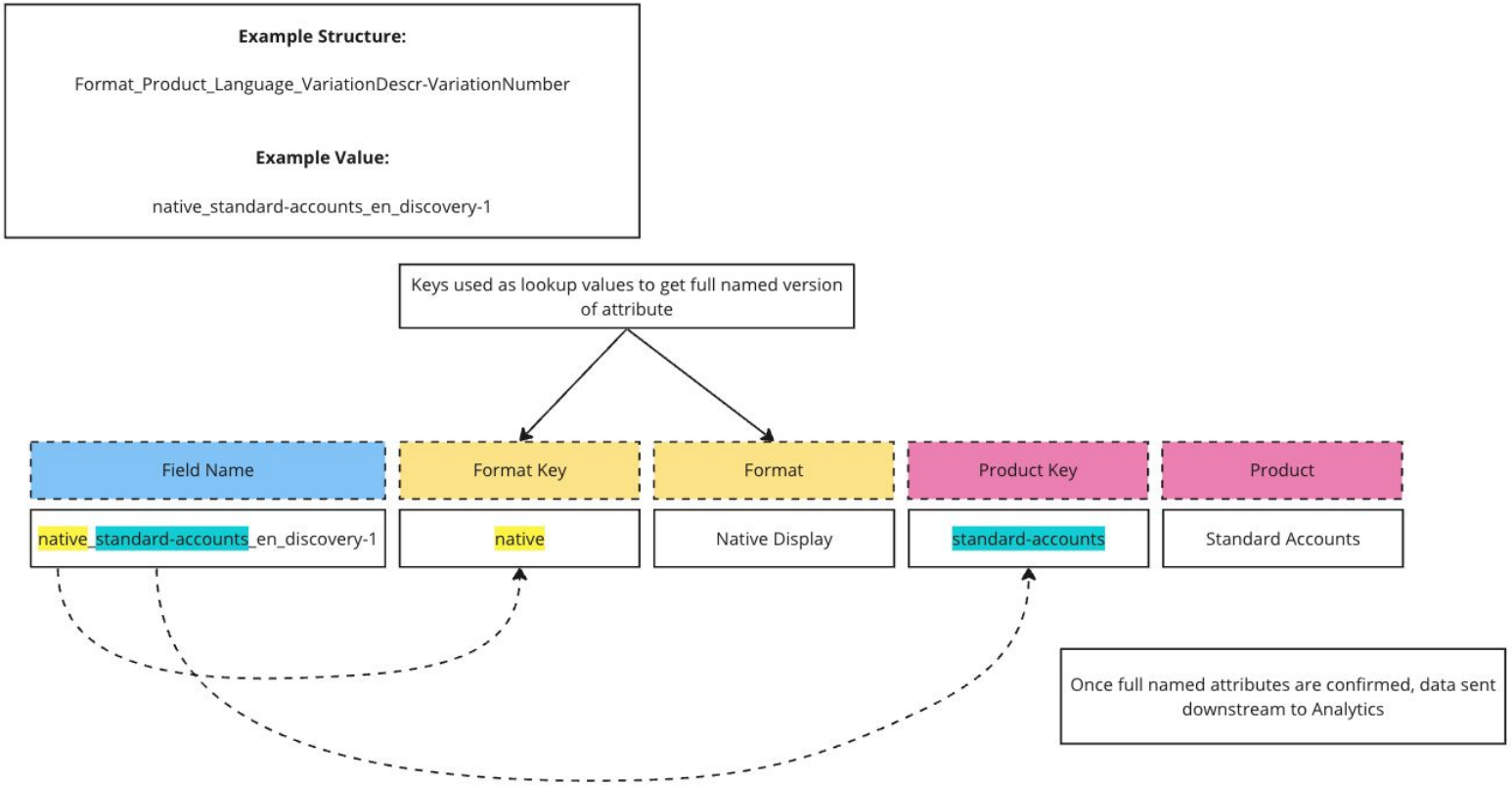


Splitting text setup & configuration options

FULL CAMPAIGN NAME	CAMPAIGN	CHANNEL CODE	CHANNEL
ClaravineVine-2023-000500_DIS_PRE_US_CPC	ClaravineVine-2023-000500	DIS	Display
ClaravineVine-2023-000513_PS_BR_CA_CPC	ClaravineVine-2023-000513	PS	Paid Search
ClaravineVine-2023-000510_REF_REW_UK_CPM	ClaravineVine-2023-000510	REF	Referral
ClaravineVine-2023-000505_EM_EARLY_US_CPV	ClaravineVine-2023-000505	EM	Email
ClaravineVine-2023-000505_SOC_STRM_JP_CPA	ClaravineVine-2023-000505	SOC	Paid Social
ClaravineVine-2023-000500_DIS_PRE_US_CPC	ClaravineVine-2023-000500	DIS	Display

Data automatically split and extracted from spreadsheet view

Convert Short Codes the Process



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Example
03

Automation

Connected Metadata via Integrations

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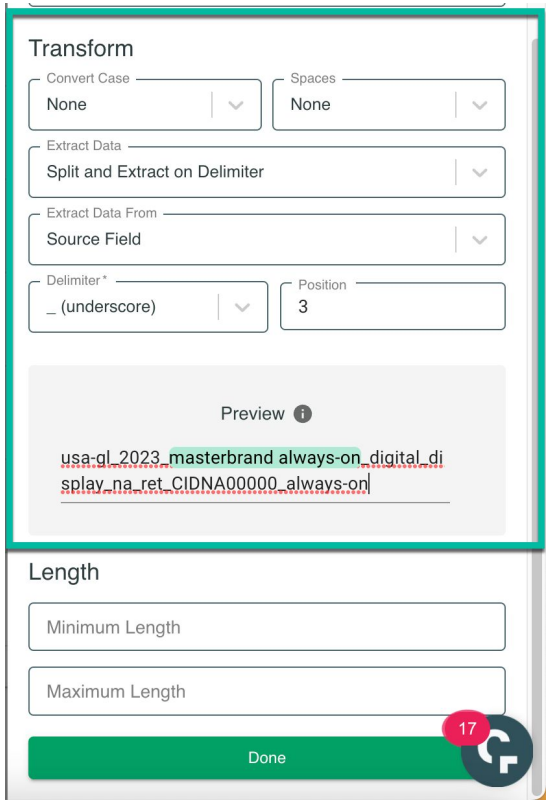
Powering Lists with Specific Values

Current state

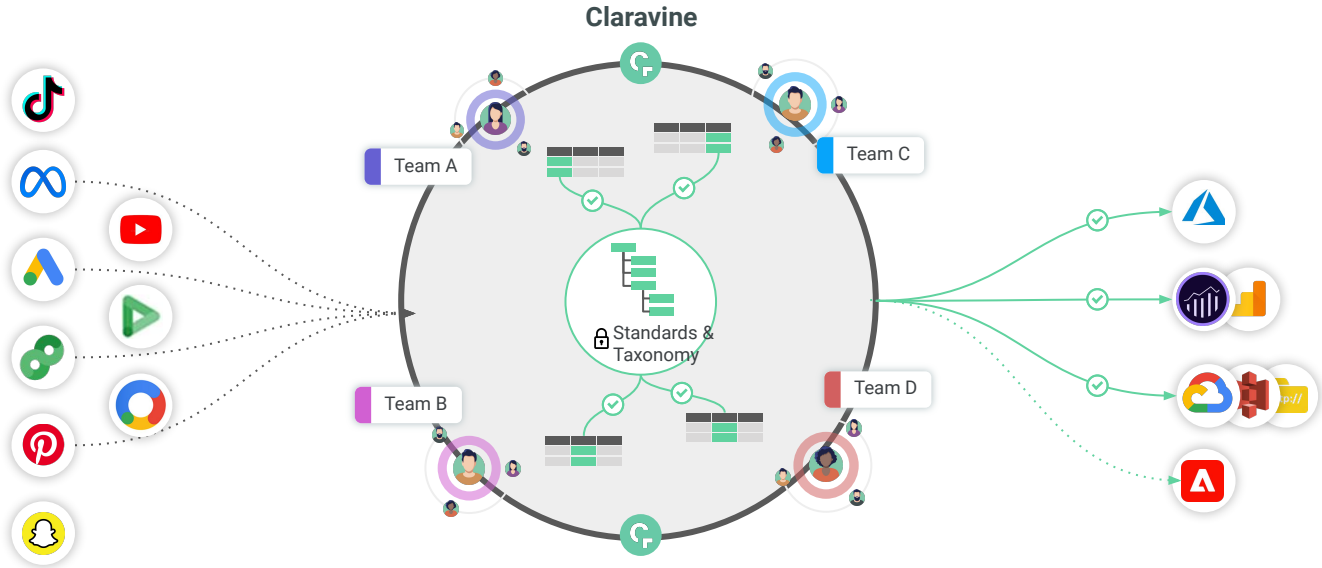
Error prone reports stem from teams reliance on copy & paste to share campaign names and metadata.

Transform Data

- Parse out a specific element within a campaign name
- Save extracted elements to a **powered list**
- Auto-populating metadata for the next team to select from



Connect and Validate Marketing Taxonomy



Connect
Align various media platform attributes to team templates

Split and Extract
New campaigns are imported and validated against each taxonomy

Measure
Provide a unified way to connect metadata to all your analytics systems and teams

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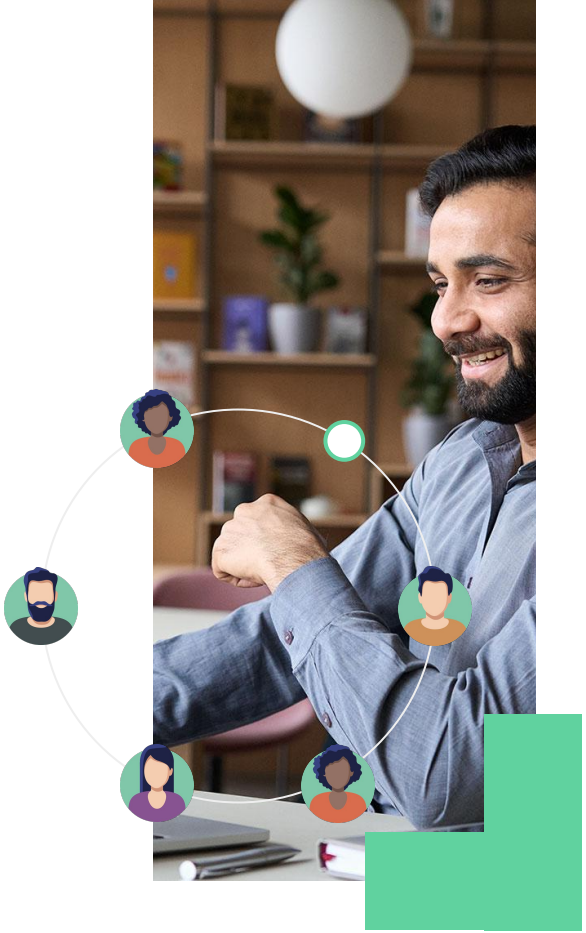
Setting up Split & Extract



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Features of Split & Extract

Standardize Logic

Configure automated logic on field during setup

Preset or Custom

Split text on preset or custom delimiters

Previews

Preview logic before saving

Decode Data

Nest transformations together for complex naming conventions

Automation

Automatic extraction as data entered or imported into product

How to Set up Split & Extract

- Watch the demo (starts at 8:38)

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Questions & Resources

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Claravine Customer Programs

Next Quick Vine: August 2023

Have a topic? Share with us or your Customer Success Manager!
Watch Past Quick Vines

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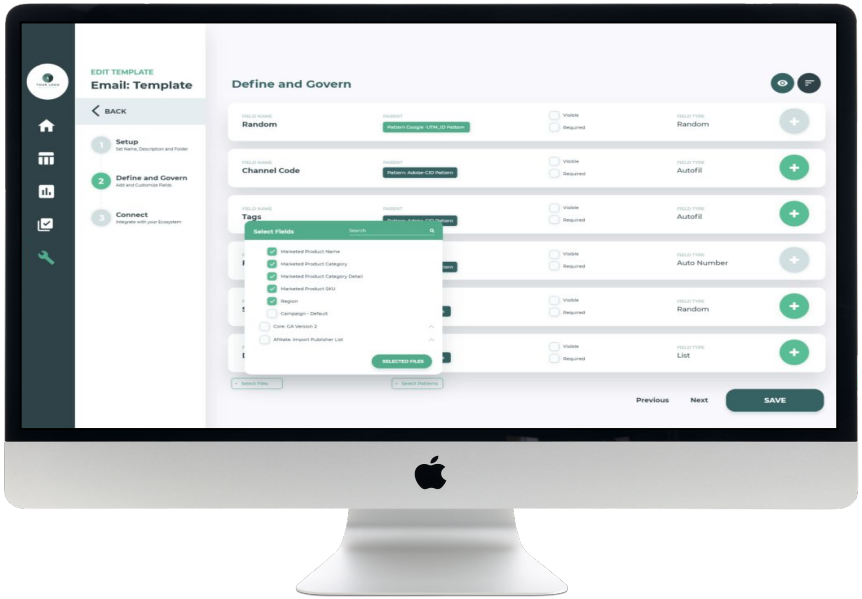

Thank you!