

Exploring Claravine's Capabilities for Meta Ads Manager

INTRODUCTION



Joshua Rosenauer

Solutions Architect

jrosenauer@claravine.com

AGENDA

01 The Naming
Convention
Challenge

02 Our Meta
Connector

03 Demo

04 Q&A and
Resources

claravine₊

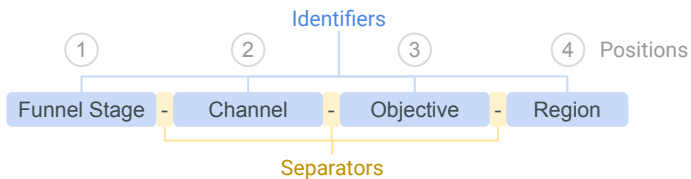
01

The Naming Convention Challenge





What is a naming convention?



Ex. TOF-Display-Awareness-EMEA

Identifier - A value, typically an abbreviated code, representing an attribute of the campaign component.

Separator - A value, typically a special character, dividing one identifier from another.

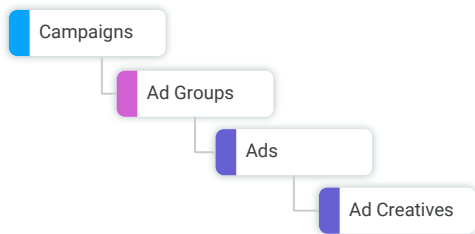
Position - A numeric value representing the order in which attributes are expected to appear.

Short Code	Funnel Stage
TOF	→ Top
MOF	→ Middle
BOF	→ Bottom

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



Why are naming conventions used?



Use naming conventions across all levels of your media data model to maximize your ability to identify insights.

Campaign-Level

Structure:

Funnel Position - **Objective** - **Budget Type** - **Bid Strategy**

ex. TOFU - Awareness - ABO - SCC

Funnel Position	Objective	Budget Type	Objective
TOFU	Awareness	ABO	\$LC
MOFU	Conversion	CBO	\$CC
BOFU	& more		\$BC

Ad Group-Level

Structure:

Date - **Audience Type** - **Audience Seed** - **Placement Type**

ex. 02.04 - 1% LLA - Klaviyo Purchasers - FEED

Date	Audience Type	Audience Seed	Placement Type
ex. 02.04	ex. 1% LLA	ex. Klaviyo Purchasers	AUTO FEED & more

Ad-Level

Structure:

Creative Name - **Ad Type** - **Offer** - **CTA** - **Destination**

ex. Valentine Collection - IMAGE - SALE - SHOP - PDP

Creative Name	Ad Type	Offer	CTA	Placement Type
ex. Valentine Ad	IMAGE CAROUSEL & more	BOGO SALE & more	SHOP APPLY & more	PDP LP & more



Why does getting it right matter?

ACME Inc. ran 10 campaigns across three channels: **Social, Display** and **Email**



But, a new team member on the social team forgot to include the channel in some of the campaign names

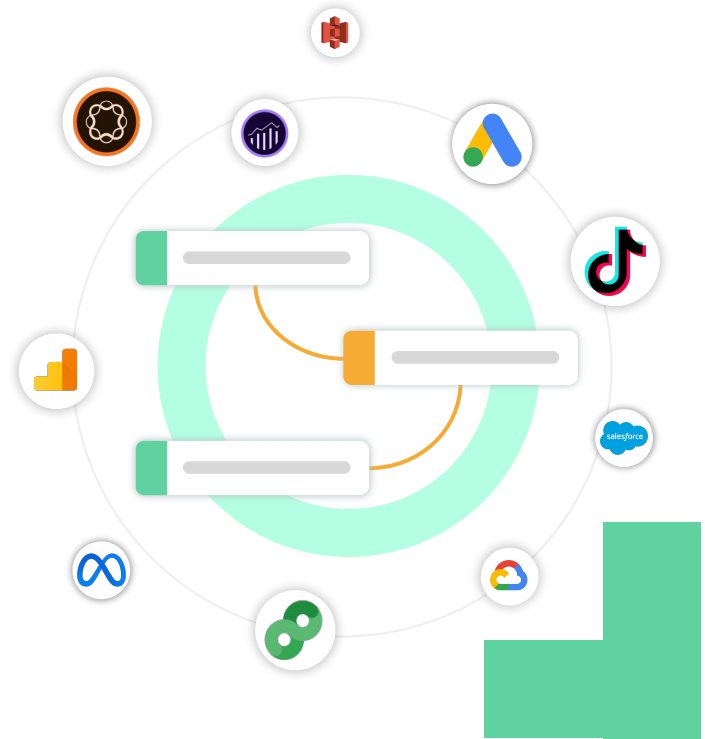
Campaign Name	Funnel Stage	Channel	Objective	Region	Campaign	Revenue
TOF-Social-Awareness-US-Campaign A	TOF	Social	Awareness	US	Campaign A	\$202,916
BOF-Display-Engagement-EMEA-Campaign B	BOF	Display	Engagement	EMEA	Campaign B	\$117,909
BOF-Email-Engagement-US-Campaign C	BOF	Email	Engagement	US	Campaign C	\$128,931
TOF--Awareness-US-Campaign D	TOF		Awareness	US	Campaign D	\$165,067
BOF-Display-Engagement-EMEA-Campaign E	BOF	Display	Engagement	EMEA	Campaign E	\$141,677
BOF-Email-Engagement-EMEA-Campaign F	BOF	Email	Engagement	EMEA	Campaign F	\$148,450
TOF--Awareness-US-Campaign G	TOF		Awareness	US	Campaign G	\$142,282
BOF-Display-Engagement-EMEA-Campaign H	BOF	Display	Engagement	EMEA	Campaign H	\$150,395
TOF-Social-Awareness-US-Campaign I	TOF	Social	Awareness	US	Campaign I	\$55,026
BOF-Display-Engagement-EMEA-Campaign J	BOF	Display	Engagement	EMEA	Campaign J	\$128,461

When analytics tried to run a report, **more than \$300k was unaccounted for**. And next quarter they **incorrectly allocated more budget to display**, not knowing social actually had the highest ROI

02

Our Meta Connector

Validating and correcting naming in Meta Ads Manager

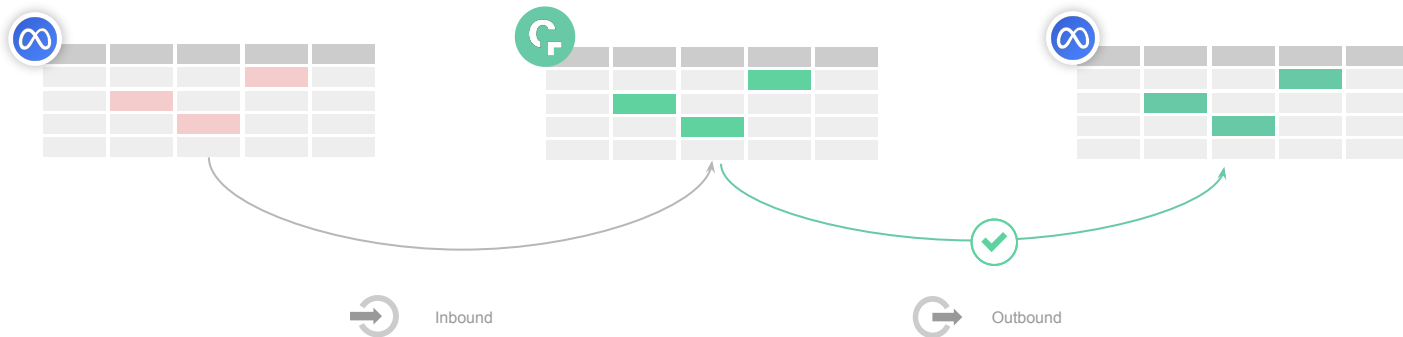


Our Meta Connector

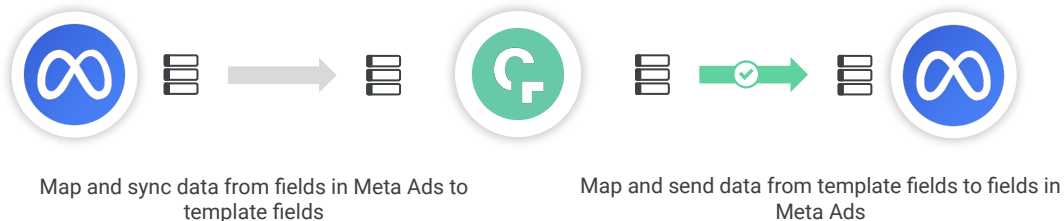
Use Meta Inbound integration to sync data from your Meta Ads Manager to Claravine.

Validate your data, correct or modify to meet your naming convention standards

Corrected naming conventions updated in your Meta Ads Manager account.



Our Meta Connector



Example Use Cases

- Import data directly, avoiding manual exports
- Audit and validate data against marketing data standards
- Enrich data for improved dimensionality and segmentation in analysis
- Pass data downstream for more readable classifications
- Audit and sync bulk corrections to data found through naming convention & taxonomy audits of campaign data

Connectivity to:

4 different types of campaign data

- ✓ Campaigns
- ✓ Ad Sets
- ✓ Ads
- ✓ Ad Creatives

03 Demo



Questions & Resources



Claravine Customer Programs

Next Quick Vine is **TBD**

Have a topic? Share with us or your Customer Success Manager!

[Watch Past Quick Vines](#)



Claravine Academy

Become a certified data integrity expert for your organization with our platform training and courses on the industry's best marketing practices.

[Go to Claravine Academy](#)

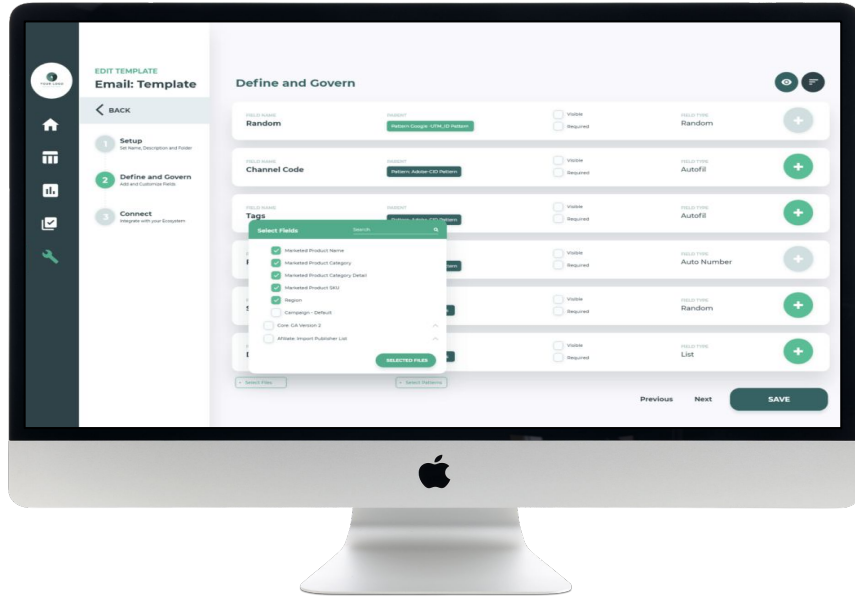


Talk to us!

Help us shape the future of data integrity and create a community for marketing professionals. [Become a Standardista](#) and get access to exclusive events, swag and opportunities to share feedback.



claravine_r



Thank you!

