

INTRODUCTION



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AGENDA

01 The Naming Convention Challenge 02 Our Meta Connector

03 Demo

04 Q&A and Resources



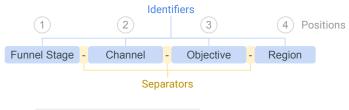


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01 The Naming Convention Challenge



What is a naming convention?



Ex. TOF-Display-Awareness-EMEA

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

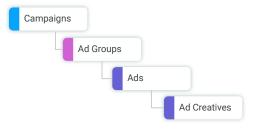
Separator - A value, typically a special character, dividing one identifier from another.

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

Short Code	Funnel Stage
TOF	——> Тор
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 - \$CC						
	Funnel Position Objective TOFU Awareness MOFU Conversion BOFU & more		Budget Type ABO CBO		Objective \$LC \$CC \$BC	\$LC \$CC	
Ad Group-Level	Structure: Date - Audience Type - Audience Seed - Placement Type ex. 02.04 - 1% LLA - Klaviyo Purchasers - FEED						
		Audience Type ex. 1% LLA		Audience Seed ex. Klaviyo Purchasers		Placement Type AUTO FEED & more	
Ad-Level							
	Creative Name - Ad Type - Offer - CTA - Destination ex. Valentine Collection - IMAGE - SALE - SHOP - PDP						
	Creative Name ex. Valentine Ad	Ad Type IMAGE CAROUSEL & more	Offer BOGO SALE & more	CTA SHOP APPLY & more	Placement PDP LP & more	Туре	

Source: https://motionapp.com/blog/facebook-naming-conventions

Why does getting it right matter?

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



	Campaign Nam
But, a new team	TOF-Social-Awa
member on the	BOF-Display-En
social team forgot	BOF-Email-Enga
social team lorgot	TOFAwareness
to include the	BOF-Display-En
channel in some of	BOF-Email-Enga
the campaign	TOFAwareness
	BOF-Display-En
names	TOF-Social-Awa

Campaign Name	Funne
TOF-Social-Awareness-US-Campaign A	TOF
BOF-Display-Engagement-EMEA-Campaign B	BOF
BOF-Email-Engagement-US-Campaign C	BOF
TOFAwareness-US-Campaign D	TOF
BOF-Display-Engagement-EMEA-Campaign E	BOF
BOF-Email-Engagement-EMEA-Campaign F	BOF
TOFAwareness-US-Campaign G	TOF
BOF-Display-Engagement-EMEA-Campaign H	BOF
TOF-Social-Awareness-US-Campaign I	TOF
BOF-Display-Engagement-EMEA-Campaign J	BOF

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

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02 Our Meta Connector

Validating and correcting naming in Meta Ads Manager



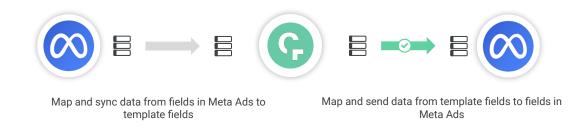
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Our Meta Connector

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.



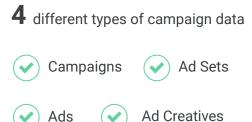
Our Meta Connector



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:



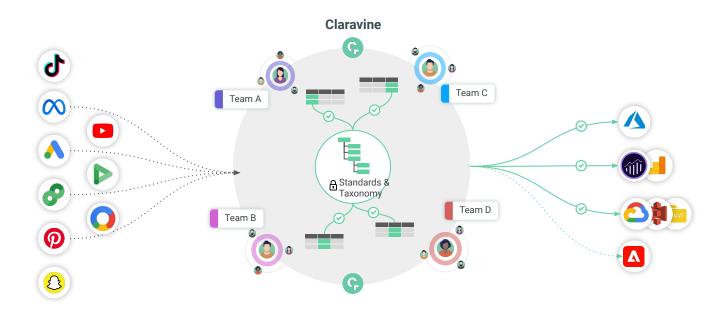


03 Demo



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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



Questions & Resources



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Next Quick Vine is TBD

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