CARHARTT AND THE VALUE OF "UNSEEN" DATA INTEGRITY

Carhartt, a national workwear brand, faced the challenge of personalizing its marketing efforts while keeping hundreds of digital campaigns live across multiple channels and teams. Managing data became crucial for business growth. The analytics team needed better control over data capture to analyze campaign effectiveness and answer critical business questions. As the Carhartt's priorities shifted to focus on personalization the overlapping marketing campaigns and various strategies tripled. This growth necessitated a more efficient data management strategy. Coupled with the ever-expanding volume of data variables collected and changes in third-party data due to industry regulations made it challenging to track and analyze data effectively.

THE CHALLENGE

Prior to seeking a data integrity solution, the Carhartt marketing teams relied on manual methods to track campaign metadata and tracking codes using complex Excel files. They attempted to establish structured code formats and guidelines for using these Excel sheets, including automation through macros and rules. The outdated tracking method proved challenging to scale, with issues related to version control and compliance. It became increasingly difficult for teams to adhere to the established rules and replicate campaigns consistently.

"We have shifted the mindset from 'data is the problem' to now, 'data is the solution' and the analytics team is recognized as strategic partners who help drive the business froward with deep insights, solutions and new ideas"

Andrew Laycock, Carhartt Analytics Manager

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THE CHALLENGE CONT.

Tracking campaigns this way consumed a significant amount of time and effort, diverting resources from analyzing customer journeys and campaign effectiveness. Inaccurate and undefined variables hindered the analytics team's ability to answer critical business questions and provide recommendations for investment or divestment in marketing channels.

THE SOLUTION

Carhartt recognized the importance of standardizing processes to ensure that new team members could easily understand and follow established procedures from day one. The use of **Claravine's Data Standards Cloud® (powered by AWS)** provided them with the tools and resources needed to create a standardized workflow. This consistency was especially valuable when exploring new marketing channels or mediums, such as QR codes in retail stores.

With Claravine in place, Carhartt had a well-defined process already established, making it easy to adapt to new marketing opportunities. Carhartt adopted a phased approach to implement Claravine, gradually introducing it to one marketing team at a time over the course of a year. This approach allowed individual marketing channels to experience the benefits of the Data Standards Cloud firsthand. The newly defined process within Claravine automatically organized and structured data, creating a fool-proof tracking system. This transformation changed the dynamics of collaborations and enhanced teams' ability to accurately measure campaign performance within specified timeframes. Additionally, the platform provided Carhartt's content team with the capability to track assets, enabling them to measure the effectiveness and velocity of different assets on the company's website.

THE RESULTS

Carhartt's marketing department underwent a transformative journey, one that has equipped them to swiftly offer strategic recommendations grounded in precise data. The implementation of The Data Standards Cloud (powered by AWS) has empowered teams to access insights independently and efficiently, leveraging the user-friendly Adobe Analytics dashboards and reporting tools. The analytics team is now relied on as strategic partners, instrumental in propelling the business forward with **profound insights, innovative solutions, and a wealth of new ideas.** Additionally, the platform provided Carhartt's content team with the capability to track assets, enabling them to measure the effectiveness and velocity of different assets on the company's website, something they had not been able to before

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THE METRICS

Carhartt has achieved **100% data compliance** and comprehensive visibility into all their campaigns. This unprecedented level of oversight has enabled them to export email data for further in-depth analysis. The implementation of The Data Standards Cloud has **supercharged the brands personalization efforts and customer journey tools.** As a result, they now operate with exceptional efficiency, delivering tailored experiences that resonate with their audience. Carhartt has significantly **slashed the time required to make critical decisions from weeks to hours.** Their analytics team can now swiftly extract reports, extract insights, and provide strategic recommendations to leadership, facilitating agility in their response to market dynamics.

100% DATA COMPLIANCE | PERSONALIZED EXPERIENCES | DAYS OF TIME SAVED

ABOUT CLARAVINE

Claravine is The Data Standards Company aiming to give people, teams and technology a shared understanding of their data. Claravine helps brands and agencies deliver on the promise of modern marketing by standardizing taxonomies, naming conventions, and metadata across all digital experiences at the source of data creation. The Data Standards Cloud (powered by AWS) empowers a proactive approach to marketing metadata naming conventions and taxonomy for fast, accurate and rich business insights that help deliver the experiences customers want. Claravine partners with a quarter of the Fortune 100 to define, apply and connect standards across their ecosystem for faster decisions, greater agility, and increased ROI.

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