



BMS CREATES THE ULTIMATE OMNI-CHANNEL EXPERIENCE WITH DATA STANDARDS

Bristol Myers Squibb (BMS), a Fortune 100 global biopharmaceutical company whose mission is to discover, develop and deliver innovative medicines that help patients prevail over serious diseases. For BMS, having the ability to track the customer journey across differentiated strategies meant they needed a better way of tracking the many ongoing marketing efforts. Analytics teams ultimately needed access to more data of better quality and Marketing teams needed more information of better reliability.

THE CHALLENGE

Executives needed to address the new data privacy regulations in international markets related to GDPR, which were creating even more urgency to adapt metadata capture and data management practices.

When BMS came to Claravine they were managing and creating their UTM codes in Excel files that were passed between teams for manual inputs. Then, using an engineered concatenate function to tie it all together, a UTM code was generated. This ultimately led to the Data Analytics teams spending more billable hours attempting to solve data-related issues downstream instead of making strategic analyses.

“We’ve been able to track all our links seamlessly, across all our digital marketing channels, and hit that ultimate goal of an omni-channel experience.”

Tim Scales, Digital Media Operations Consultant, BMS



THE CHALLENGE CONT.

Coupled with the global marketing teams being on the cusp of the GDPR mandate, it was becoming mission critical for BMS to get a grasp on their data management and evolve their campaign strategies. Selecting The Data Standards Cloud (powered by AWS), and implementing this enterprise-wide change would require a organizational mindset shift.

THE SOLUTION

BMS hired a Digital Media Operations consultant, Tim Scales, to manage the implementation of The Data Standards Cloud platform (powered by AWS). They quickly got to work de-siloing teams, overhauling the media operations process, and creating data integrity for all of BMS. During the onboarding process, each marketing team, including emails, search, social, and display, was actively involved in the setup discussions. The primary objective was to identify crucial data points for measuring campaign success and streamline the input process, enabling each team to incorporate essential metadata parameters into their tracking codes from the outset.

A standout feature of The Data Standards Cloud that BMS found immensely beneficial was the CID tracking parameter. The Claravine CID code enabled marketers to append extensive metadata to a single CID code, which could then be used as a streamlined UTM parameter within URLs. This innovation allowed BMS to enhance their tracking capabilities by contextualizing quantitative data with a wealth of campaign metadata, such as campaign names, channels, brands, products, target audiences, methodologies, and more. All without excessively lengthening URLs and then **automating uploads into AWS S3**, delivering near real-time data to the team.

THE RESULTS

With the infusion of high-quality data inputs, Bristol Myers Squibb has unlocked a new dimension of insight. It's a transformative journey where quantitative web metrics now dance harmoniously with qualitative metadata, giving BMS a richer, deeper understanding of their customer base and beyond. The implementation of The Data Standards Cloud (powered by AWS) across BMS teams has been the key to unlocking the ultimate omni-channel experience for healthcare providers (HCPs) and individuals. It has enabled teams to see a holistic view of a user's journey within a campaign. Armed with comprehensive insights, they're now poised to be remarkably successful in delivering messages that truly matter. It's not just about reaching HCPs; it's about engaging them at a profoundly impactful level.

THE METRICS

In the early phases of using The Data Standards Cloud platform and working with the Claravine team, BMS quickly felt the positive impacts of time being saved and speed gained,” said Tim. The platform immediately allowed teams to **cut down the time needed to create data inputs** and the automation and **error reduction** provided peace of mind for submitters.

The implementation of the Claravine platform has yielded immeasurable value for BMS, particularly in light of their acquisition of TurnPoint Therapeutics. The new team brought a wealth of data, processes, and their own tracking management tool. However, the interplay between their tracking management system and the new processes revealed a growing need for manual inputs and outlining the risk this posed to marketing timelines. Moving the new operations and teams into The Data Standards Cloud resulted in a **\$1.5 million in cost savings from platform consolidation alone.**



PLATFORM CONSOLIDATION | OMNI-CHANNEL DATA | ERROR REDUCTION

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.