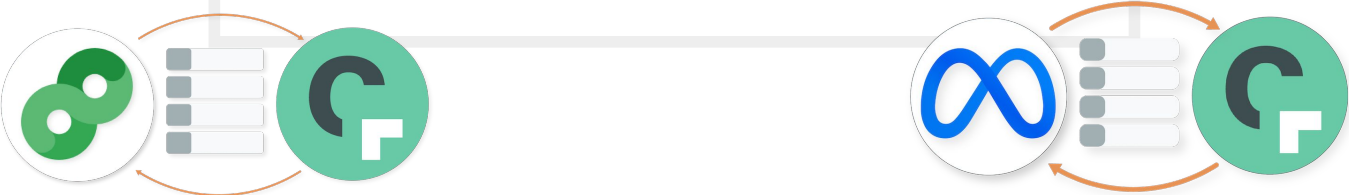




Take a Roundtrip with CM360 and Meta

Our Bi-Directional Media Platform Integrations



INTRODUCTION



Aaron Vaughn

Senior Product Manager

AGENDA

01 What's a Roundtrip?

Bi-directional integrations
and why they are important

02 CM360

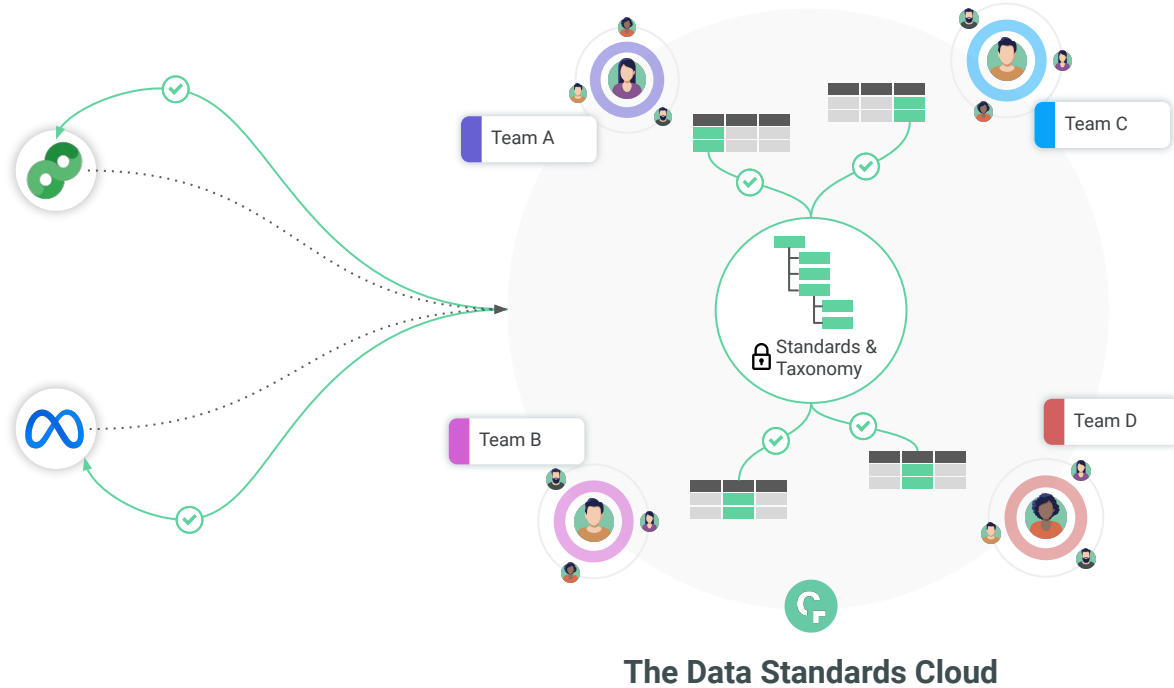
Overview and Demo

03 Meta Ads Manager

Overview and Demo

04 Resources & Support

What is a roundtrip or “bi-directional” integration?



Why is this important for data standards?

The Data Standards Cloud is the source of truth for your data standards.

Roundtrip, automated flow of data between The Data Standards Cloud and your Media platforms ensures all relevant data is evaluated against data standards and when errors are corrected or naming conventions are enhanced in The Data Standards Cloud you're assured those updates will automatically propagate to your media platforms.

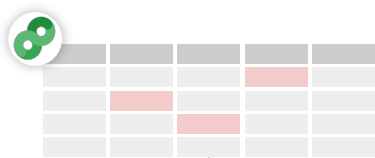
- Fewer manual steps to support teams and platforms who rely on the correctness of data in media platforms
- Consistency across levels of media platform data
- Consistency across media channels where you run your campaigns



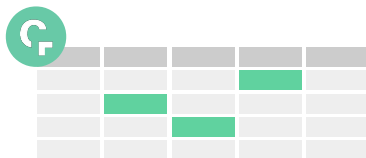
Use Case: Naming Conventions

Validate and correct your campaign data naming taxonomies

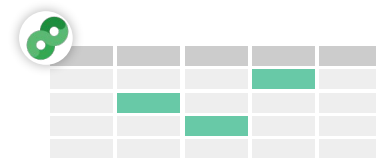
Use the CM360 Inbound Connector to sync data to The Data Standards Cloud



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



Corrected naming conventions updated in your CM360 account.



Inbound

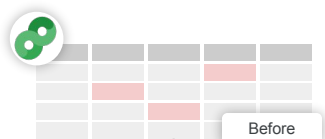


Outbound



Let's Get Fancy...

Use the Split & Extract feature



Inbound

Field Mapping

campaignName → Campaign Name (Original)

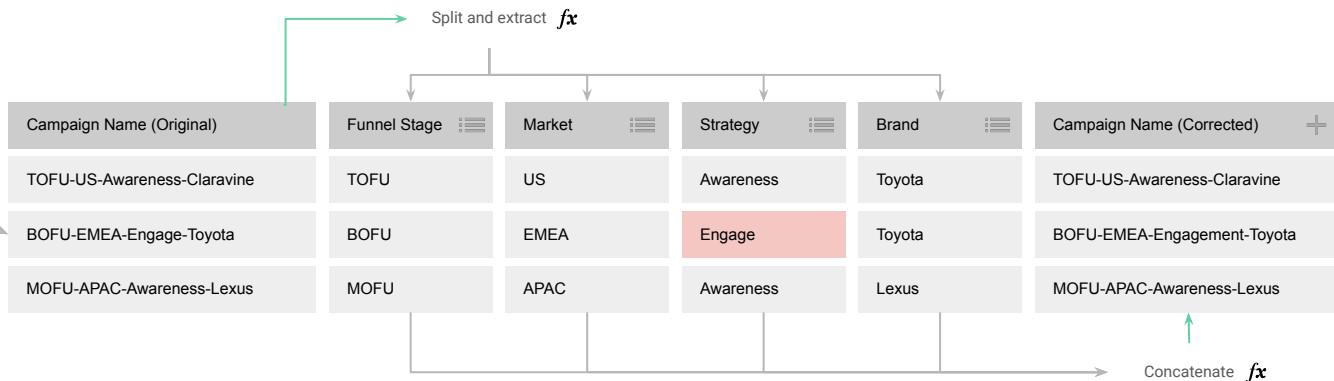
(plus any other req'd fields)



Outbound

Field Mapping

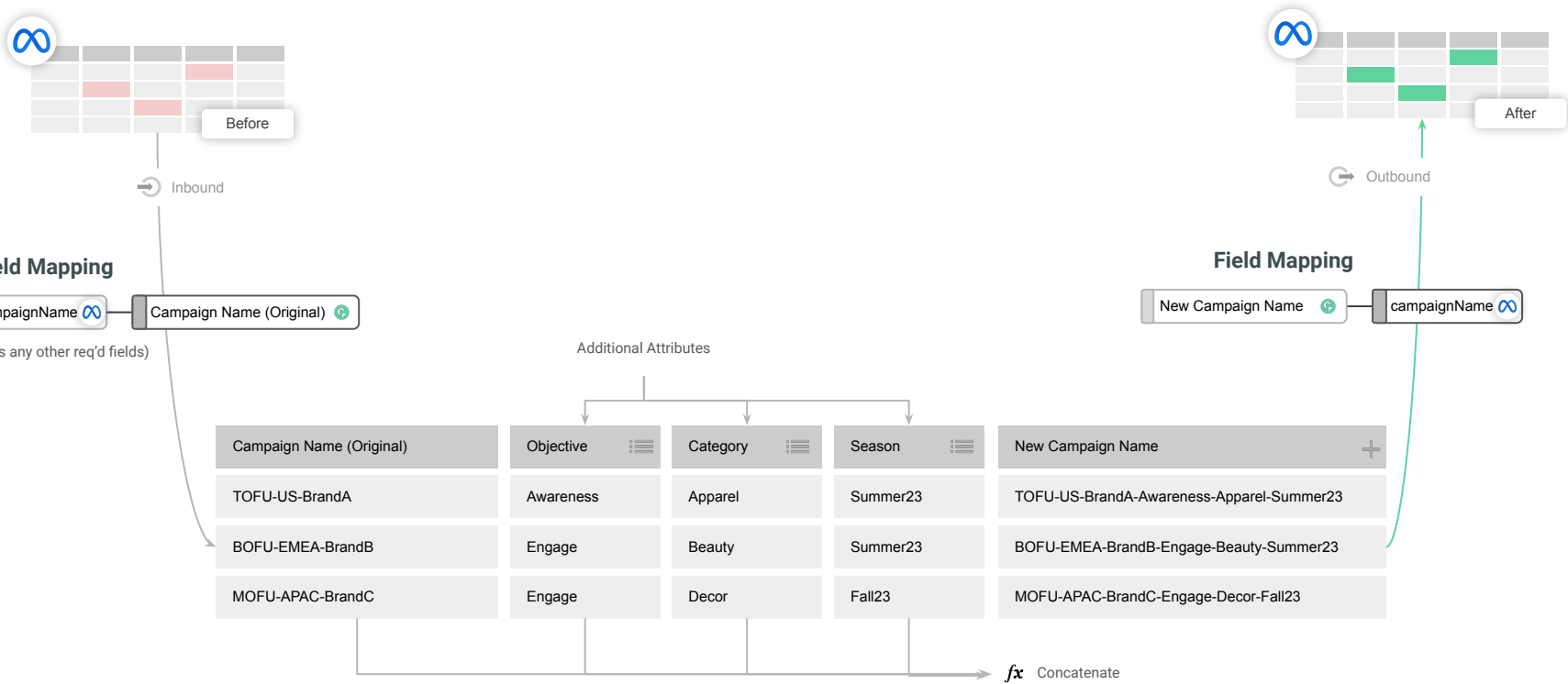
Campaign Name (Corrected) → campaignName

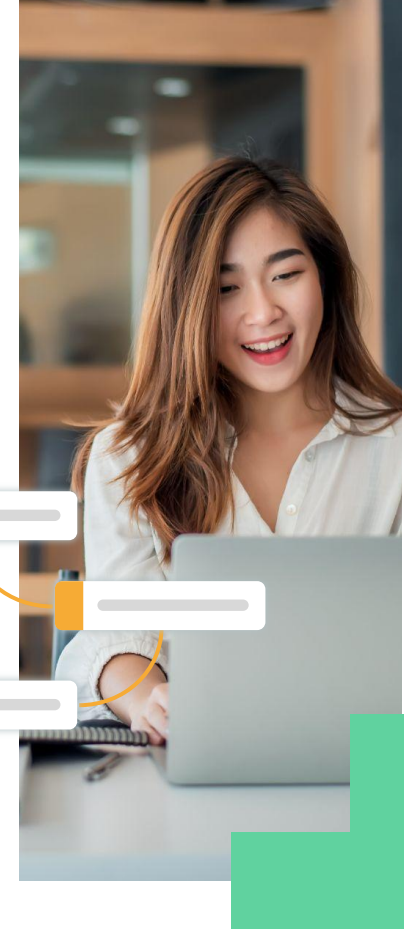




Let's Get Even Fancier...

Add defined attributes to naming conventions





01

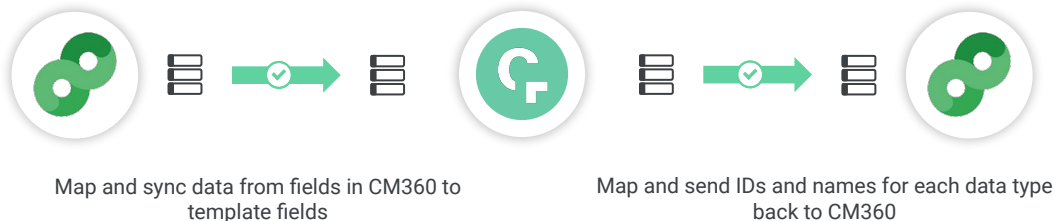
Google CM360 Connector

Overview and Demo



Google CM360 Integrations

Overview of the Inbound & Outbound Integrations



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

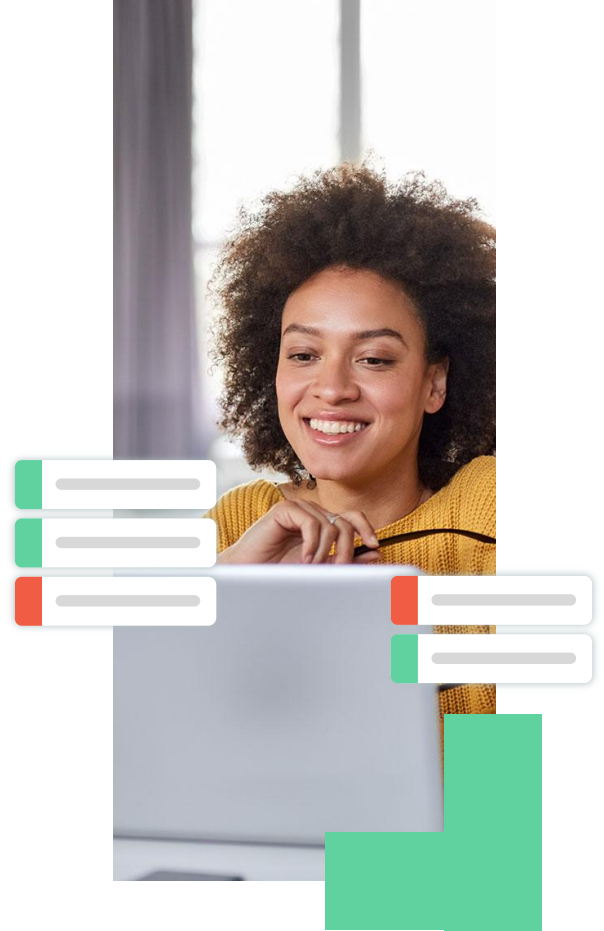
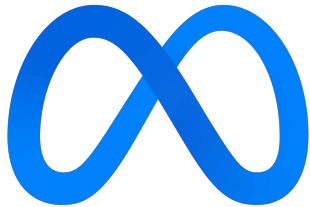
- ✓ Campaign
- ✓ Placement
- ✓ Ad
- ✓ Creative

claravine₊

02

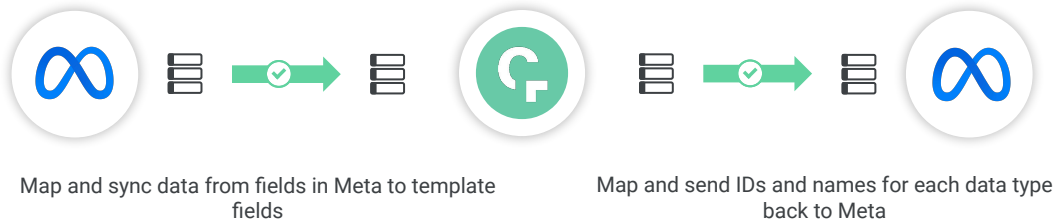
Meta Ads Manager Connector

Overview and Demo



Meta Integrations

Overview of the Inbound & Outbound Integrations



Example Use Cases

- Import data directly, avoiding manual exports
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- Enrich data for improved dimensionality and segmentation in analysis
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Connectivity to:

4 different types of campaign data

- ✓ Campaign
- ✓ Ad Set
- ✓ Ad
- ✓ Ad Creative

Ready to take the next step?

Gain Access

Reach out to your CSM/Account Executive to add/access* CM360 or Meta platform connectors

Knowledge Base Resources:

[Claravine + Google Campaign Manager 360 Integration](#)

[Claravine + Meta Ads Manager Integration](#)

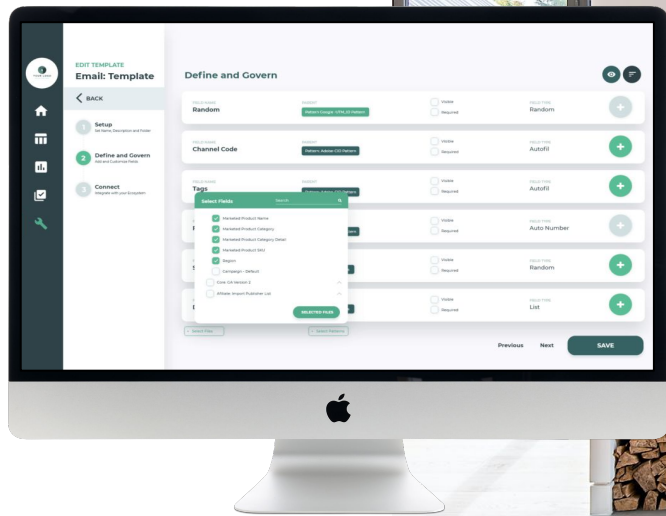
What's next?

More enhancements and roundtrip integration support soon!

*Access can vary based on contracting tier



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No More
Data Drama!

Thank You

