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COLGATE-PALMOLIVE

Scaling Success with Data Standards:

# Colgate-Palmolive's Path to Global Data Consistency

## Companies

Colgate & WPP

## Results

- Agency-to-brand data harmony
- Improved taxonomy compliance from 20% to near 100%

## Products Used

- Claravine's Data Standards Cloud®
- Snowflake Data Cloud
- Google Display & Video 360
- Campaign Manager 360

## Background:

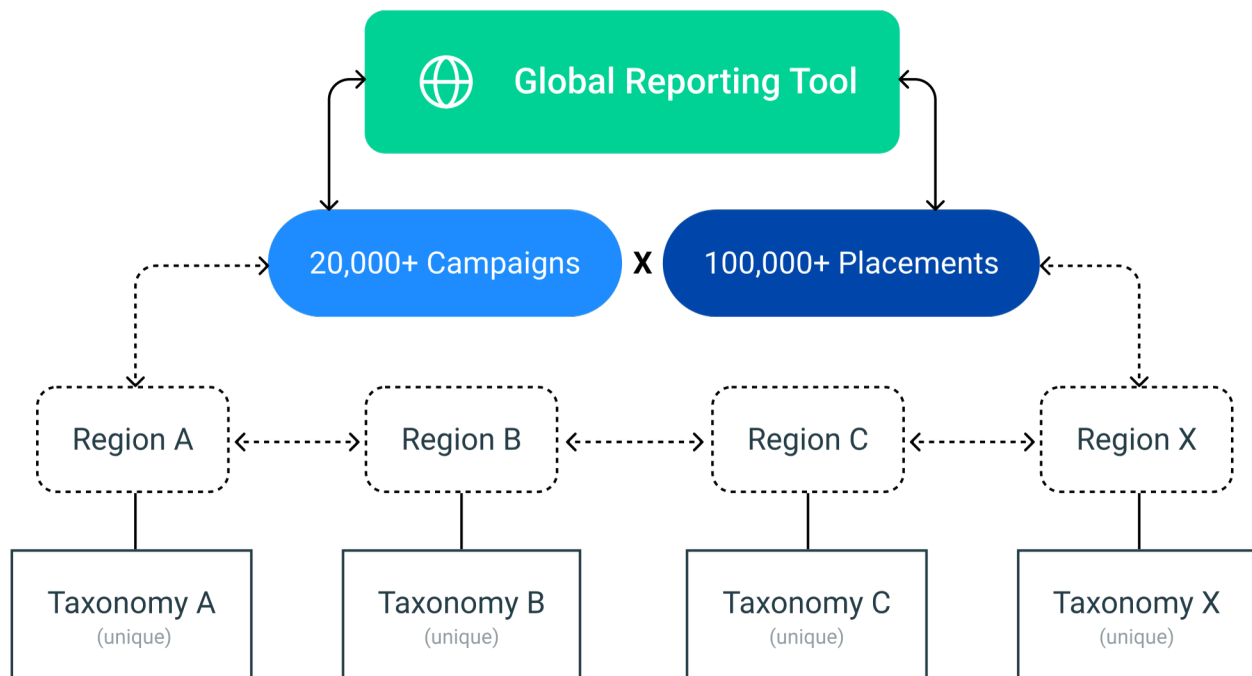
**Colgate-Palmolive**, a global powerhouse in oral care, personal care, home care, and pet nutrition has a massive product portfolio and an equally vast marketing footprint, the company runs hundreds of campaigns annually, generating extensive media and CRM data.

With operations in over **200 countries** and thousands of marketers and agencies working across regions, Colgate-Palmolive's data ecosystem was anything but simple. Despite efforts to implement a unified brand taxonomy, each team had its own interpretation, leading to inconsistent structures, mismatched data, and reporting gaps.

As Colgate-Palmolive invested in a **global media activity reporting tool**, the full scale of the issue became clear:

- **20,000+ campaigns and 100,000+ placements** tracked annually
- **Regional data silos** blocking full-funnel visibility
- **Manual data cleanup slowing insights** and decision-making

To unlock the full value of its marketing data, Colgate-Palmolive needed a **common data language** that worked across **every region, agency, and platform**.



# CHALLENGES

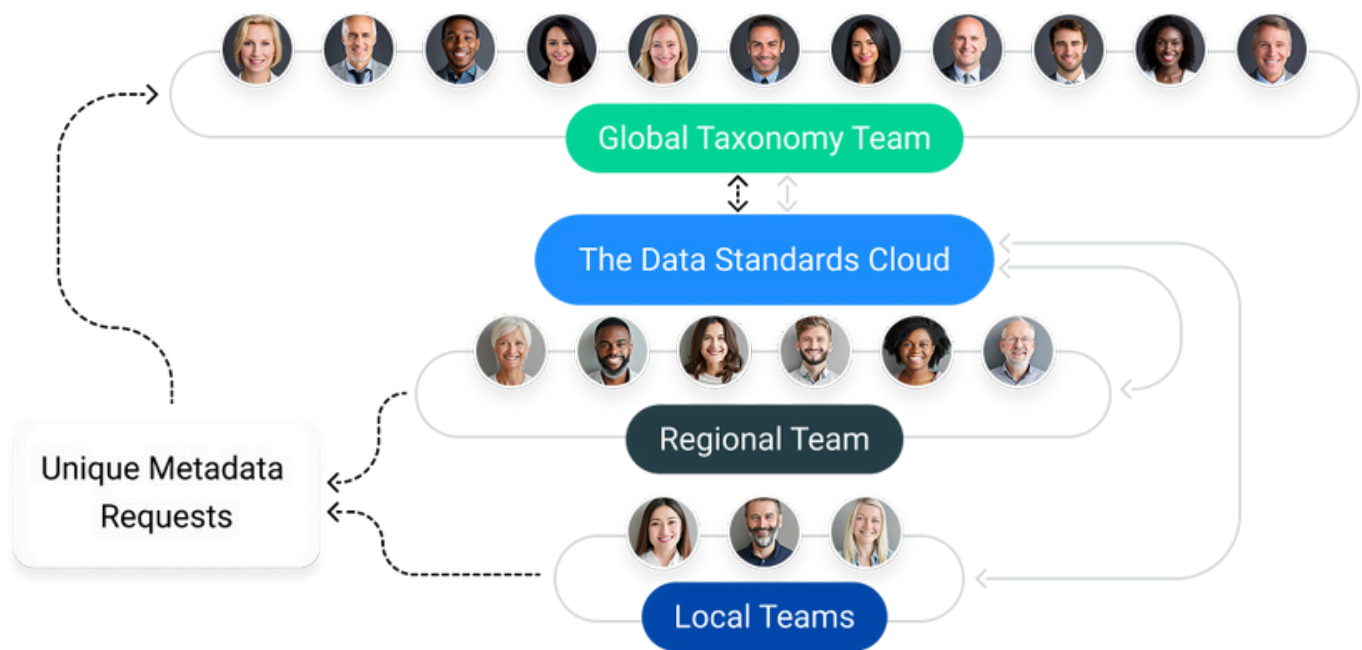
## Complex Data, Many Massive Teams

Colgate-Palmolive's data structure had evolved independently across regions, leading to fragmented reporting and disconnected insights. Despite efforts to implement a standardized brand taxonomy, agency teams managed data independently, making it difficult to align campaigns across markets.

Without a common data language, teams struggled with:

- Mismatched taxonomies across global markets
- Time-consuming manual data cleanup to align reports
- Inconsistent full-funnel campaign tracking
- Delays in granular reporting and advanced analytics

To fully unlock the value of its global data, Colgate-Palmolive needed a single source of truth—one that could bridge the gap between regional teams and global reporting.



## Connecting Systems Without Changing the Process

Rolling out a new global data standard is one thing—getting thousands of advertisers to follow it is another. The biggest challenge wasn't just structuring data correctly, but doing so without disrupting how campaigns were built and launched. Having tested The Data Standards Cloud for internal agency workflows, WPP was eager to roll out a data standards framework across an enterprise brand.

### Advertisers and agency teams needed a frictionless solution that would:

- Embed directly into their existing workflows—no extra steps
- Ensure compliance without added complexity
- Make standardization feel effortless
- Unify past marketing data



“We find ourselves constantly fixing metadata in our reporting. It was manual and time consuming. Our reporting was always able to tell us how we did...but we still didn't know how we were doing. Our analytics was limited.”

— **Mark Zomick**, Sr Product Manager,  
Global Information Technology, CP



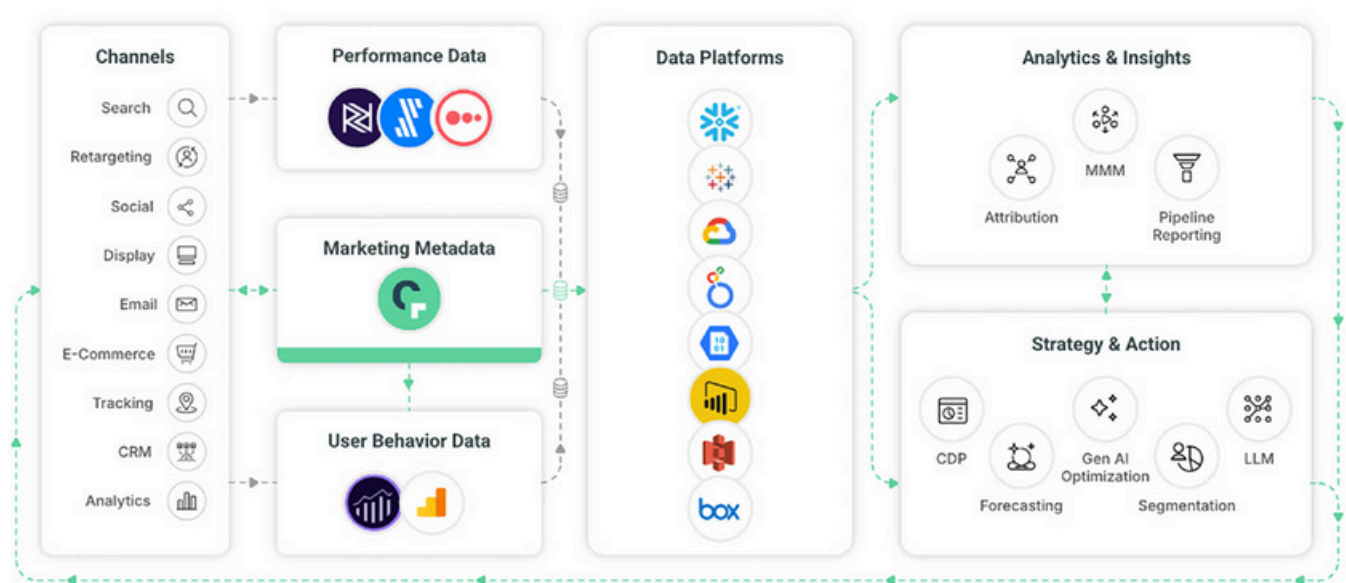
## SOLUTION

### Implementing an Agnostic, Workflow-Friendly Solution

To ensure a smooth and seamless rollout across global teams, **Colgate-Palmolive and WPP** turned to **The Data Standards Cloud**—an agnostic solution designed to integrate directly into existing systems without disrupting the established workflows. They knew they needed to roll out a tech solution that could be adopted by all teams, regardless of location or agency, while allowing them to continue working as they always had.

This approach would allow each team to operate in their familiar environments—whether they were launching, tracking, or reporting on campaigns—while the Claravine platform captured all data in the background.

## Connecting Across the Marketing Ecosystem



## Establishing a Centralized Taxonomy Team

Once the technology foundation was in place, the next critical step was to create a centralized global taxonomy—one that could work across all regions and agency teams. Rather than dictating a rigid, top-down solution, Colgate-Palmolive built a dedicated Central Taxonomy Team to bridge the gap between brand and agency teams. The team focused on understanding how each group operated—their unique processes, challenges, and requirements for success—before defining a standardized data structure.

The team worked closely together to:

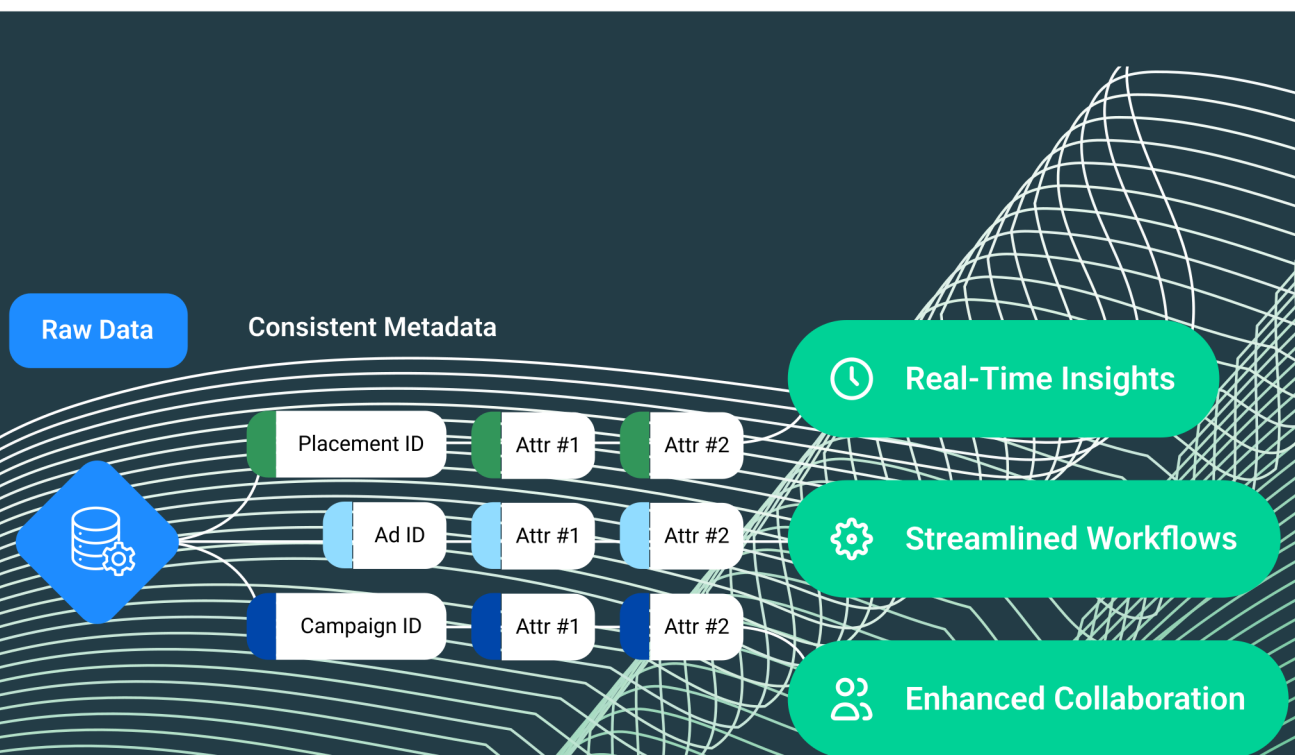
- Map out real-world campaign workflows, identifying how each team launched, executed, and reported on campaigns
- Gain buy-in from all stakeholders, ensuring that the standardized data framework met the needs of every team, not just those at HQ
- Develop a shared data language that aligned with existing processes, allowing teams to continue working efficiently while adopting a unified approach
- Ongoing management of the taxonomy, continuously refining and adapting it to address new requests and evolving needs

By structuring the taxonomy around how teams already operated, Colgate-Palmolive eliminated friction, creating a framework that felt seamless and natural rather than forced.

# RESULTS

## Unified Historical Data

The platform facilitated the cleanup and unification of Colgate’s historical campaign data, which had previously been fragmented and difficult to measure. With the platform in place, the teams were able to begin tracking all marketing efforts and also look back into past campaigns. The Taxonomy Team could now identify areas for reconciliation and gather better metrics for future initiatives. Additionally, by revisiting the processes the teams outlined during the taxonomy discovery phase, Colgate was able to start mapping a new, more efficient process that would improve campaign execution moving forward.



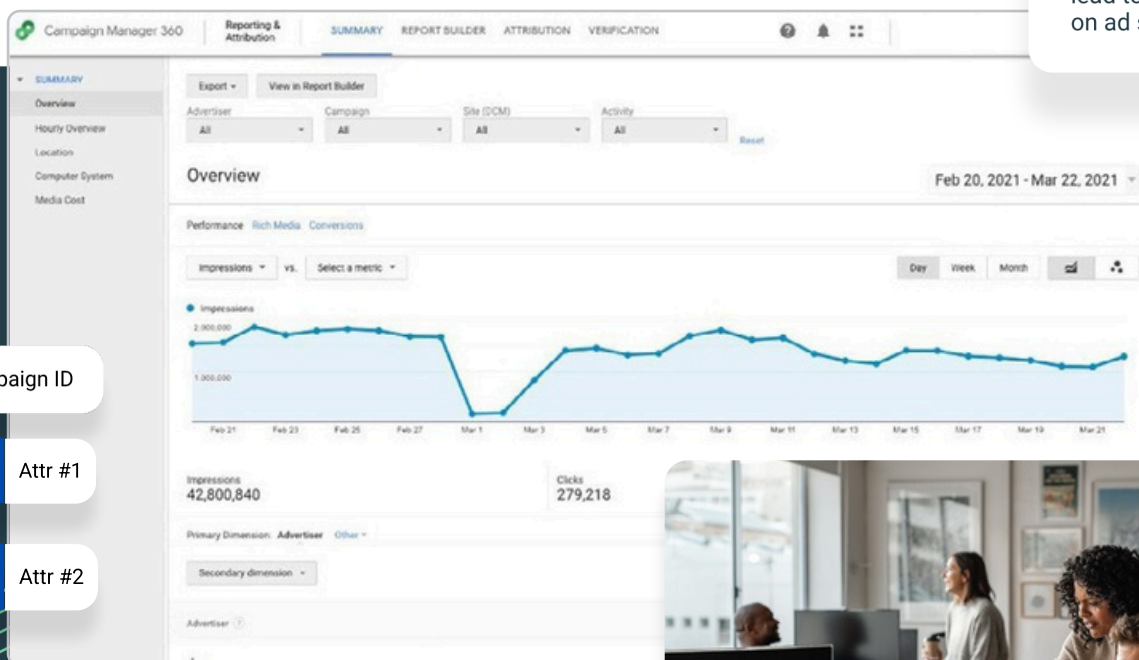


## A+ for Agency Data Compliance

Within just a few months, Colgate-Palmolive saw a significant jump in their agencies' data compliance, increasing from 20% to nearly 100%. Driven by their top agency WPP, this remarkable improvement significantly enhanced the consistency and accuracy of campaign data across the board. Beyond compliance, this also unlocked new insights—previously, the brand could only report on basic metrics like market, brand, channel, and vendor/platform. **Now, they had access to richer data, including insights into the brand plan, target audience, goals, and the bigger picture of campaign performance.** Best of all, this information was available in real-time, eliminating the delays of reporting weeks later.

# 100%

Data compliance can lead to 10-15% return on ad spend



Campaign ID

Attr #1

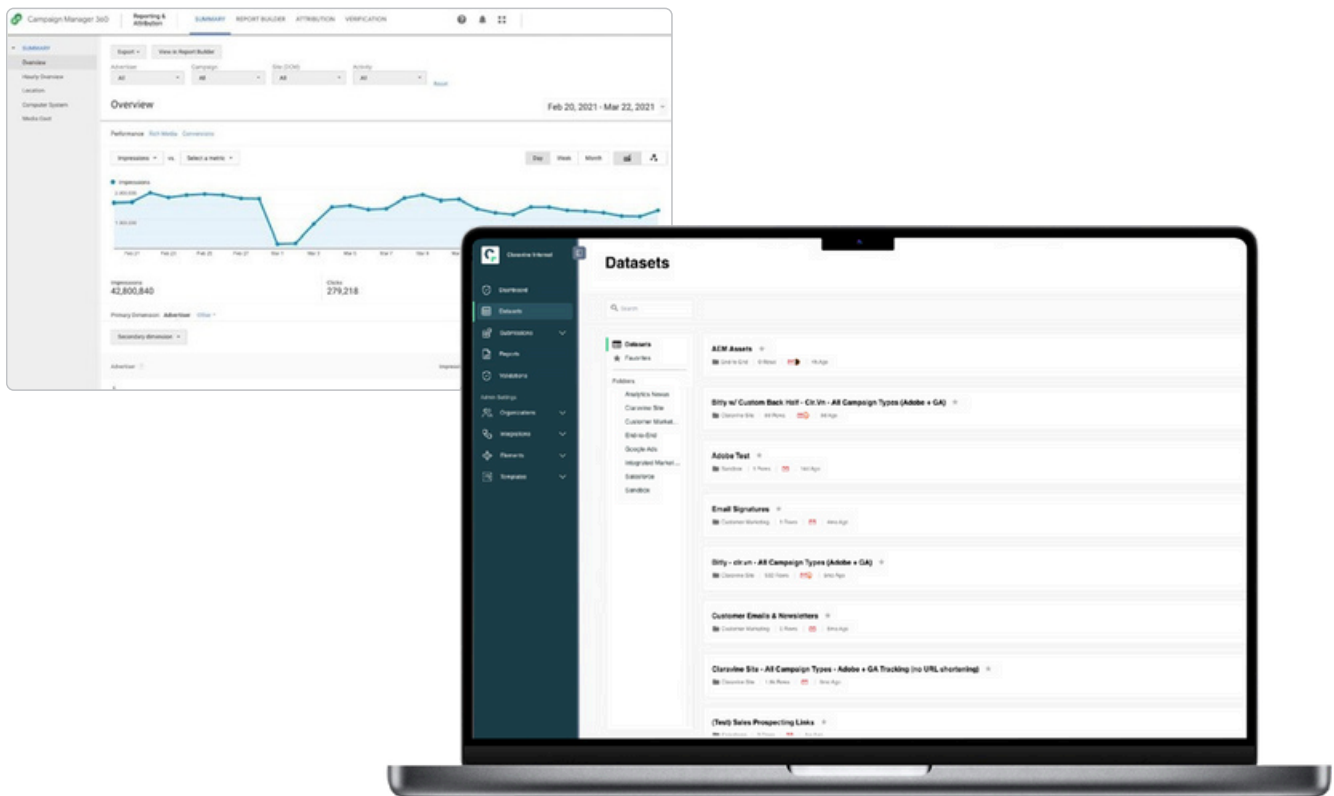
Attr #2





# Bi-Directional Integrations

The integration of bi-directional data flows between Claravine's platform and popular campaign management tools like **Google Display & Video 360** and **Campaign Manager 360** made it easier for teams to work within their familiar systems while benefiting from automated data validation. Real-time checks on data inputs allowed teams to make corrections before campaign launches, while also providing opportunities to enrich data with detailed metadata for more granular reporting and insights.



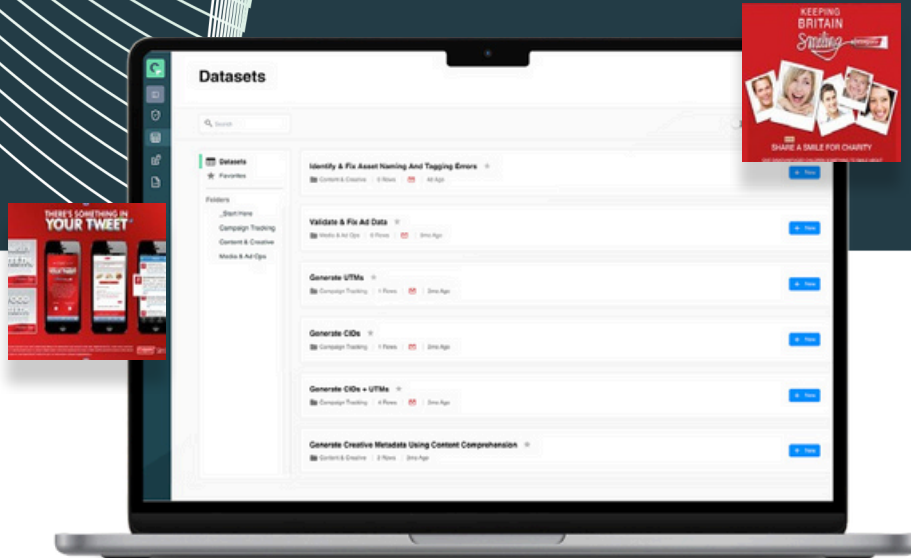
“With these integrations in place, our agency teams can confidently set up campaigns, knowing that every element aligns seamlessly with Colgate’s taxonomy requirements.”

— **Eric Kirtcheff**, Global Head of Ad Operations, Measurement, and Data Integrity

# LOOKING AHEAD

## Maximizing Content & Creative Assets

Colgate is committed to advancing its metadata management practices, with plans to improve tagging, organization, and utilization of content by leveraging Claravine's AI capabilities. The goal is to strengthen their personalized content engine by implementing a dynamic Content ID across all assets, ensuring each piece is trackable and aligned with campaign goals. By utilizing Claravine's AI-powered features, Colgate-Palmolive will further enhance the accuracy and efficiency of their metadata management processes. Colgate envisions a future where data is 100% accurate, fully actionable, and empowers teams to make confident, data-driven decisions with precision across all campaigns.



“Implementing Claravine allowed us to maintain our existing media execution process, ensuring smooth adoption and enabling us to establish global governance and standards that would have been nearly impossible otherwise.”

— **Mark Zomick**, Sr Product Manager,  
Global Information Technology, CP



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