

Data Standards for Marketing Teams: A Quick-Start Guide



How this new tool transforms data chaos into seamless collaboration.

The Reality: Data Chaos

Without standardized metadata, you encounter daily frustrations:



Campaign tracking confusion – You're constantly wondering which naming convention to use because everyone does it differently. The social team uses "BTF" for Back-to-Football campaigns, paid media uses "B2F", and your London office uses "Back2Football".



Reporting nightmares – Your manager asks you to back-track data to help compile a report, so you're stuck spending hours manually combining data from Google, Facebook, and 10 other platforms across three agencies and five regions just to answer "How did our Q3 campaigns perform?".



The wrong creative problem – You're managing multiple versions of the same creative and constantly worried about serving the wrong content – especially knowing that 1 in 4 ads is served to the wrong consumer due to fragmented data.

The Promise: Data Standards = One Universal Language

Without standardized metadata, you encounter daily frustrations:

Imagine if everyone in your marketing ecosystem spoke the same data language.

Data standards are shared rules and structures for naming, formatting, organizing, and managing marketing metadata – think of them as the grammar and syntax of your enterprise data language.

Instead of chaos, you get consistency. Data standards define:

- **What data is collected** (campaign name, region, product type)
- **How it's labeled** (NorthAmerica vs. NA vs. North_America)
- **Where and how it flows** across tools, teams, and platforms

The result? ONE consistent way to name, tag, and organize everything across ALL stakeholders: internal teams, external agencies, global regions, consultants, and technology partners.

The Outcome: What Data Standards Look Like — And Why They Matter

- **Connected taxonomy** that maps metadata from a creation, to ad-served, to conversion
- **A tool that is built into** your data layer, pipelines, and workflows
- **Self-service governance** for business teams with data steward oversight
- **Real-time validation** across cloud platforms and tools

This translates to:

- **Seamless handoffs:** Campaigns move smoothly between internal teams and external partners.
- **Better AI & analytics:** AI is only as smart as the data it sees. Standards ensure clean, consistent inputs.
- **Faster time to insights:** Spend less time cleaning or interpreting data, and more time acting on it.
- **Compliance & governance:** Reduce risk by improving auditability and enforcing consistency.
- **Cross-team collaboration:** Marketing, product, sales, and IT speak the same language when data is standardized — both internal teams and external partners.

The Proof: Colgate-Palmolive's Global Transformation

The challenge: Colgate-Palmolive's media ecosystem involves 20,000+ campaigns across 200+ countries with **14 different agencies** and **7 internal teams** — all using different naming systems.

The solution: Implemented unified data standards with Claravine that work for everyone, without disrupting existing workflows.

The Results:

- ✓ Improved taxonomy compliance from 20% to nearly 100%
- ✓ True automated reporting across all partners and regions
- ✓ **Agency-to-brand data harmony** for the first time

"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 Zomik, Sr. Product Manager,
Global Information Technology

The Next Step: Developing Data Standards Maturity

Stage	What It Looks Like	Next Steps
Crawl	Inconsistent naming and manual workarounds	<ul style="list-style-type: none">• Audit the mess: Document how each team/agency/region currently names campaigns• Map the chaos: Identify where handoffs break down
Walk	Shared docs, manual governance	<ul style="list-style-type: none">• Create the playbook: Build a centralized data dictionary and train teams on using consistent values• Pick your pilot: Start with one campaign type crossing multiple teams• Implement validation workflows: Check for standardized naming, UTM tags, and creative metadata
Run	Templates and validation rules	<ul style="list-style-type: none">• Deploy the tools: Use platforms like Claravine to apply and enforce standards• Connect the ecosystem: Integrate with DSPs, BI, DAMs, and CDPs• Scale the success: Expand to all campaign types and channels
Fly	Automated, global consistency at scale	<ul style="list-style-type: none">• Connect datasets: Feed real time logic across all marketing systems• Unlock insights: De-silo teams and reporting to power advanced analytics

Looking for best practices and helpful templates to get started? Contact your Claravine team.