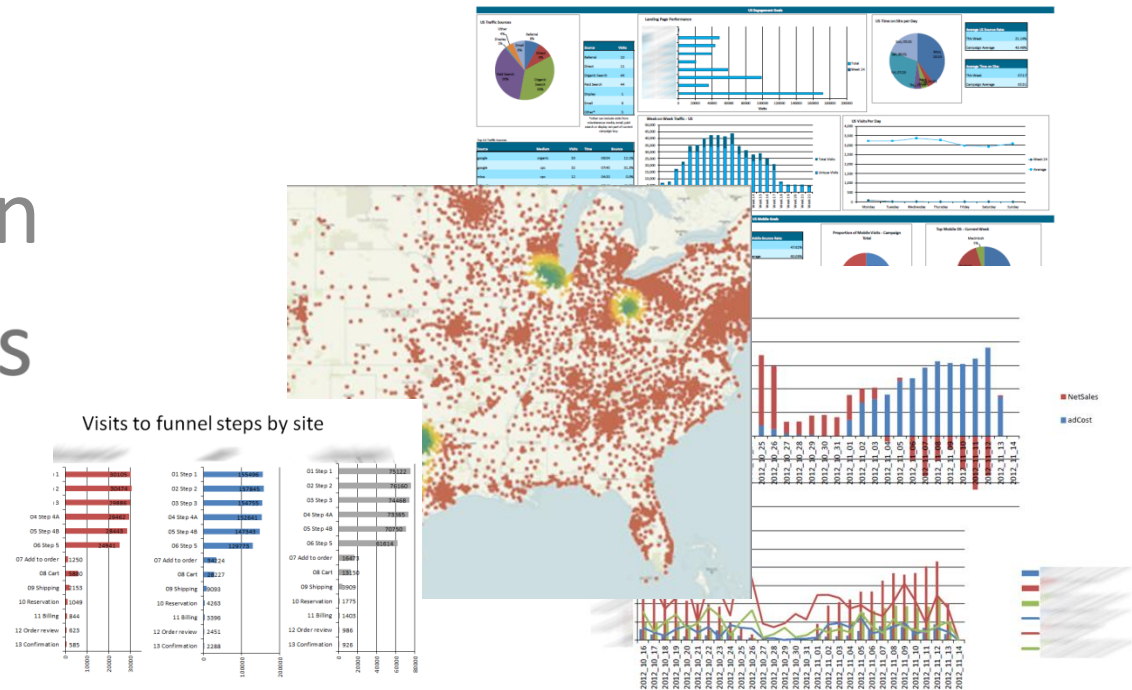# LEAVING MONEY ON THE TABLE?
3 DATA CHALLENGES EVERY ENTERPRISE MARKETER MUST SOLVE.

James Standen

Analytics Canvas

A bit about myself and Analytics Canvas
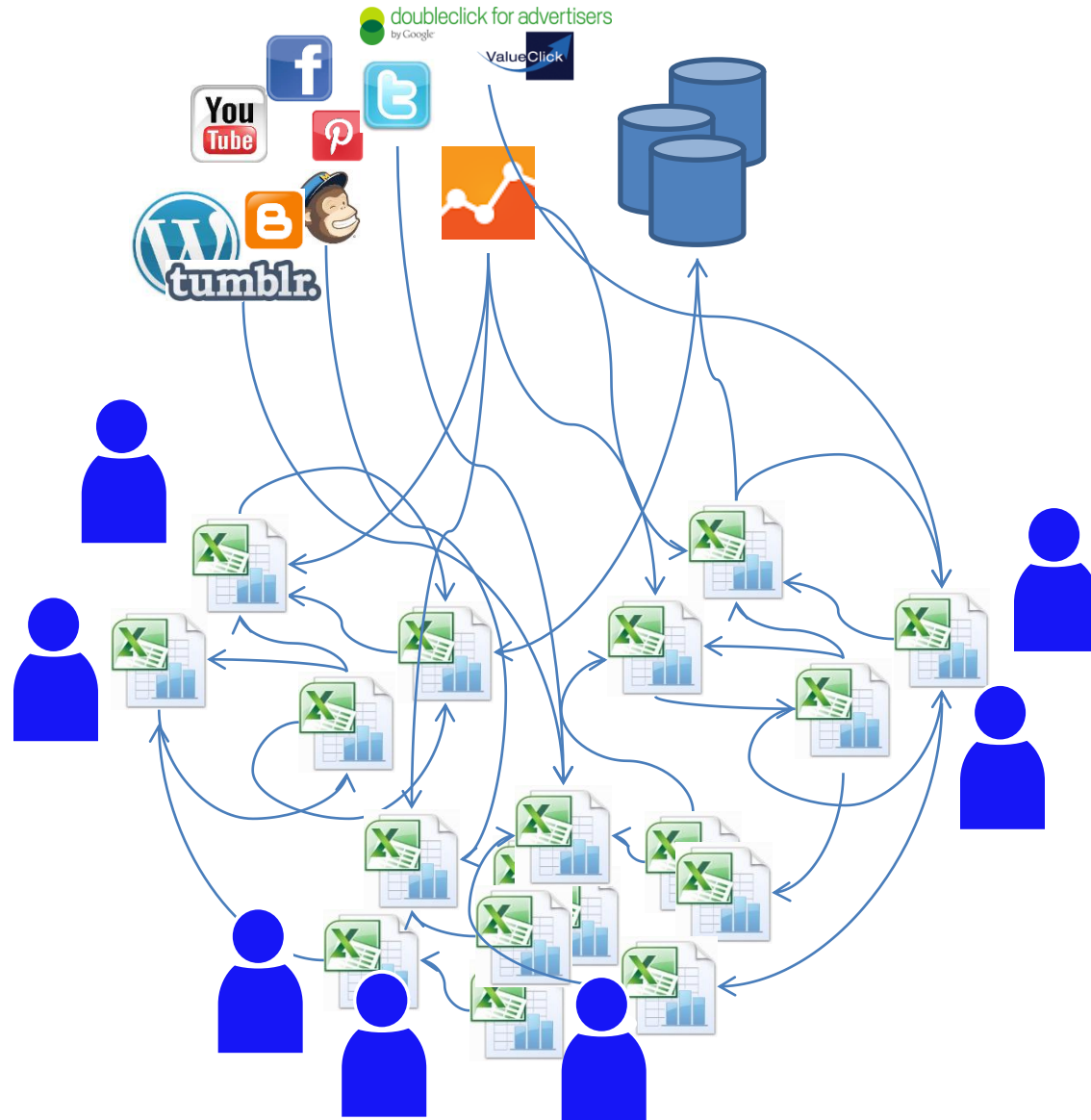
The first guiding principle
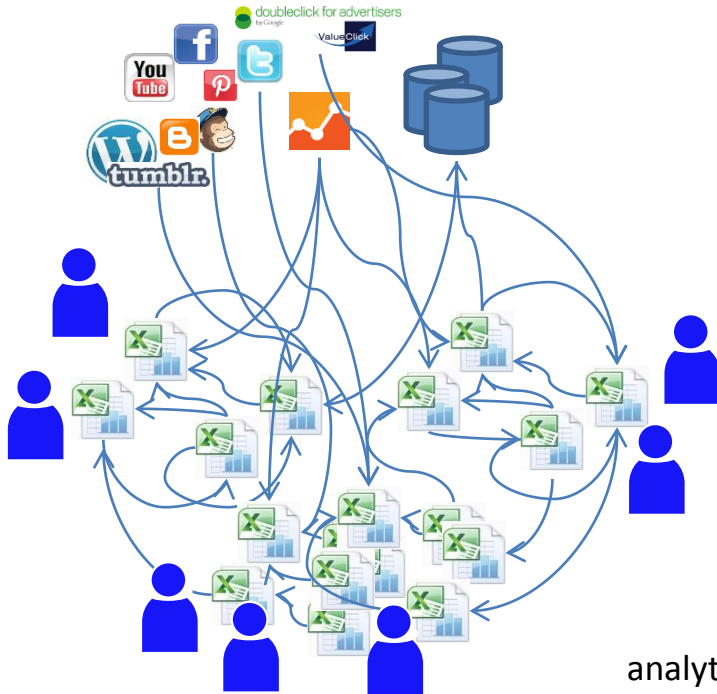
The Evolution of channels

Data quality and integration

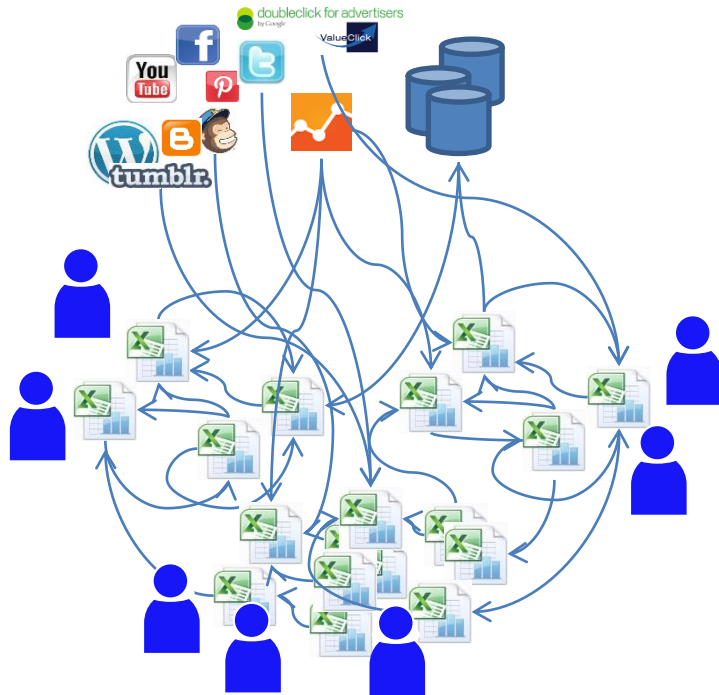Email
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analytics.blogspot.de
analytics.blogspot.dk
analytics.blogspot.fi

→ Google Analytics Blog

Data quality and integration

Connecting multiple data sets

Customer ID in CRM
Customer web account ID
Customer Loyalty card ID
Customer email
Customer twitter handle
Customer facebook ID

Is my "customers of type x" segment the same as yours?

Is my list up to date- if it changes how can I update everything quickly?

Typical Spreadsheet driven Campaign process

The budget is set for each channel

Channel	Budget
email	$15,000
cpc	$150,000
display	$75,000
promoted blogs	$25,000
you tube	$75,000

The dance of the spreadsheets. While data is tracked, no-one is sure enough in the numbers to make serious changes to budget/mix.

RIP
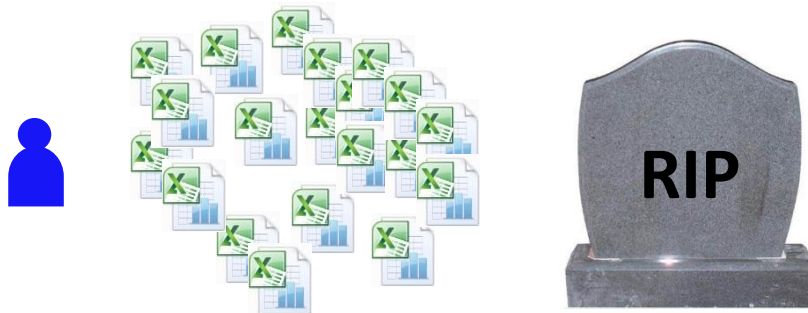
The intern does a Post- mortem, and a report is made for the client. For the first time, everyone really knows exactly how it went.

Post Mortem- a best practice?

RIP

5 week campaign

June-July 2013

If only we had known how much those ads sucked.

Oh well.

Speed is key

RIP
Post Mortems

3 data challenges every enterprise marketer must solve

1. The number of channels is exploding- data is coming from everywhere, we have to integrate it together.

2. Data is messy, and doesn't connect, we can't get quality analysis without cleansing and structuring.

3. Speed is key. If we can't get the data in time we can't make decisions and take action and maximize our results.

Where to from here?
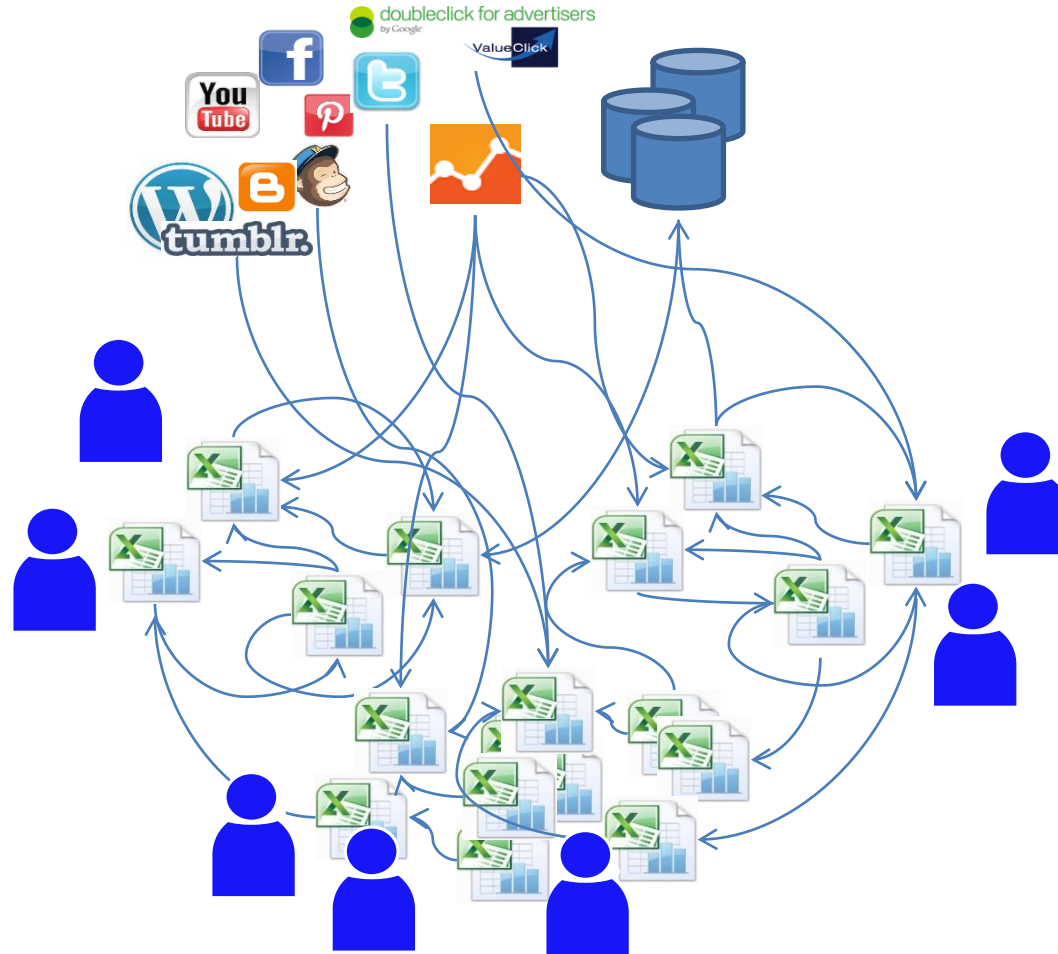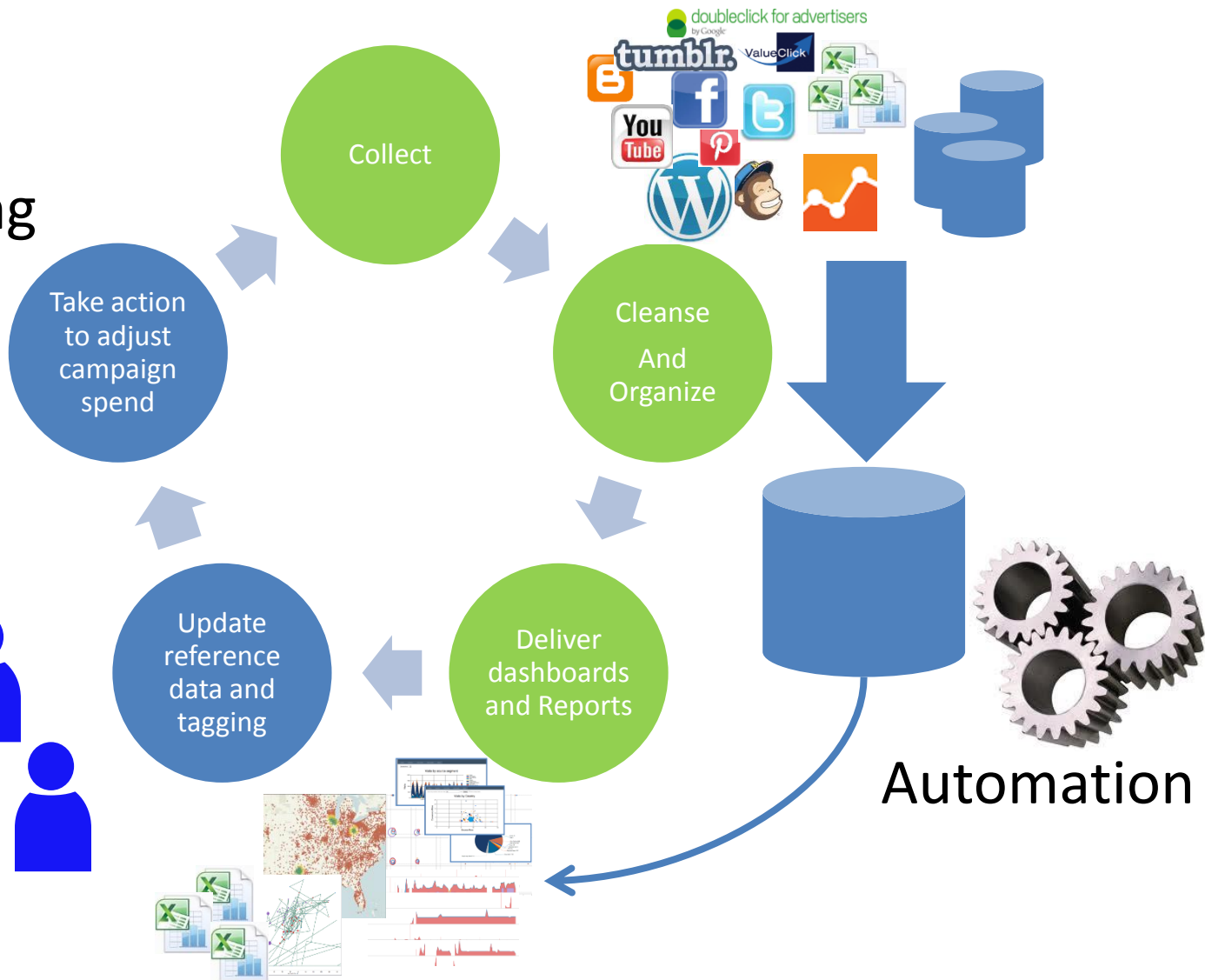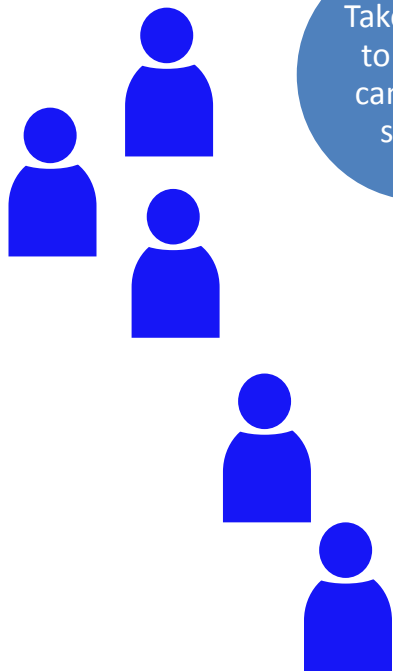
Excel is OK for some things.

Lets face it, there are still going to be lots of spreadsheets.

But they need to be reports and one-off tools, not the core of the process.

Go Fast. Automate.

Digital marketing teams

Collect

Cleanse And Organize

Deliver dashboards and Reports

Update reference data and tagging

Take action to adjust campaign spend

Automation

Look complicated?

Nah. To get started, you only need 4 tools.

And they are not as expensive as they used to be.

1. Web Tracking

Collect
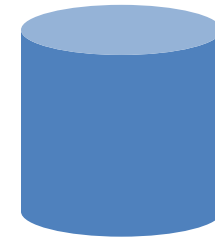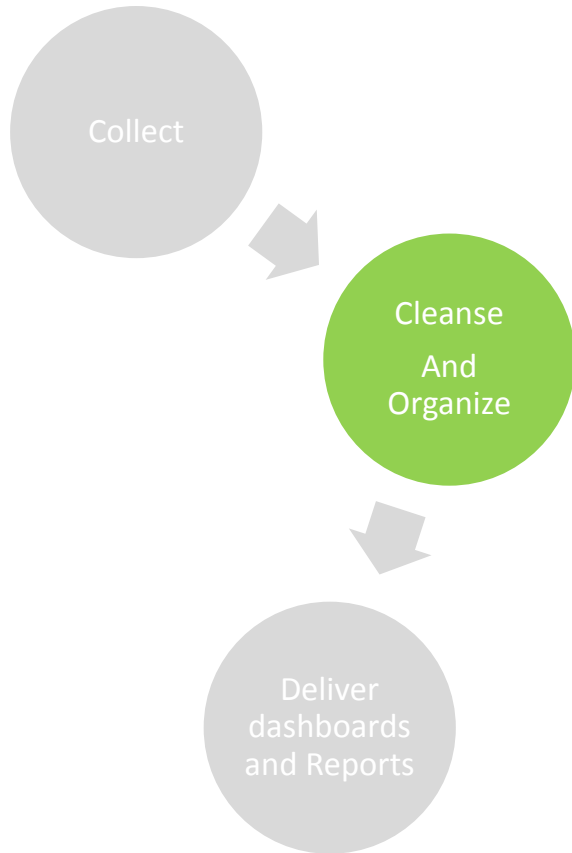
Cleanse
And
Organize

Deliver
dashboards
and Reports
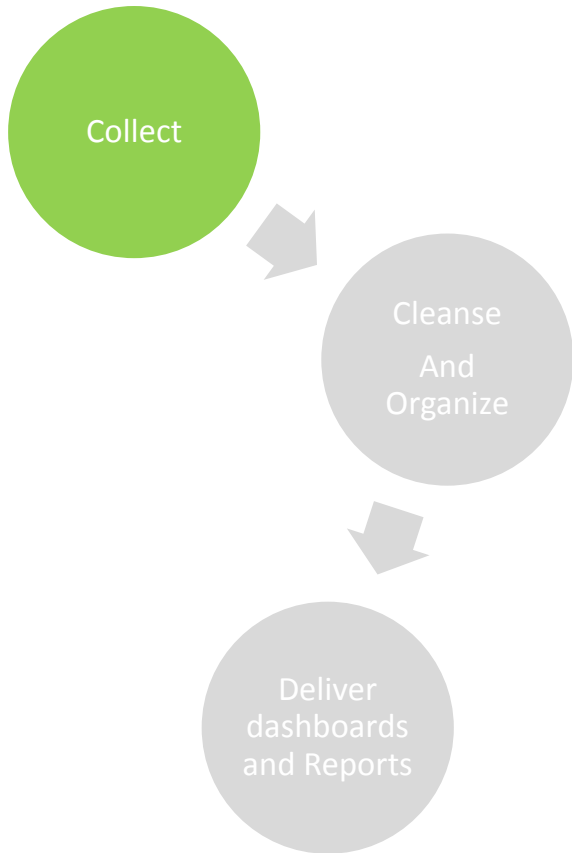
Tag everything.

Coordinate your tags
with everyone on the team.

2. Database

Collect
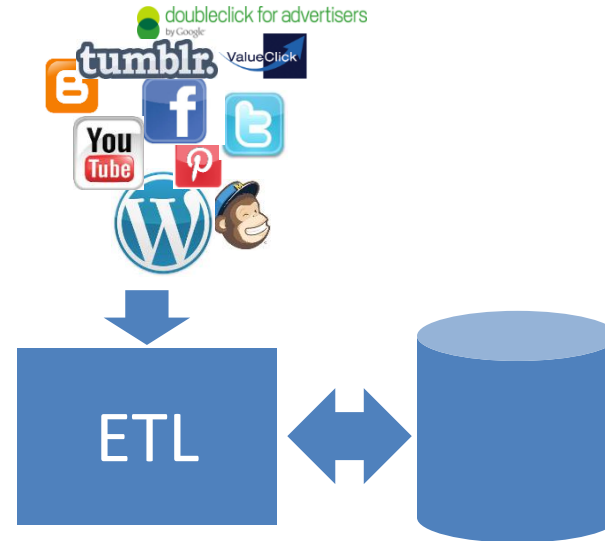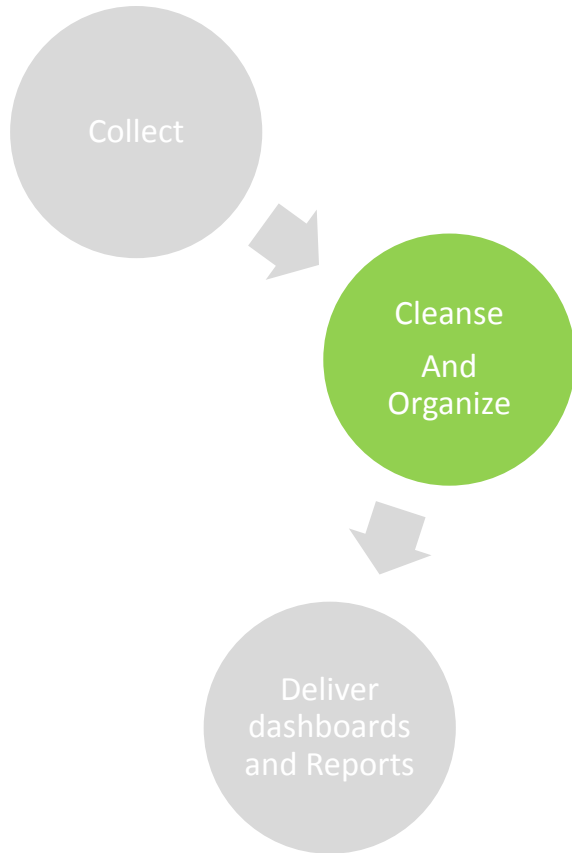
Cleanse
And
Organize

Deliver
dashboards
and Reports

Don't let anyone tell you a bunch of spreadsheets is good enough.

3. Data manager

Collect

Cleanse
And
Organize

Deliver
dashboards
and Reports

Extract, Transform Load (ETL)

3. Visualization/Reporting

Collect

Cleanse
And
Organize

Deliver
dashboards
and Reports
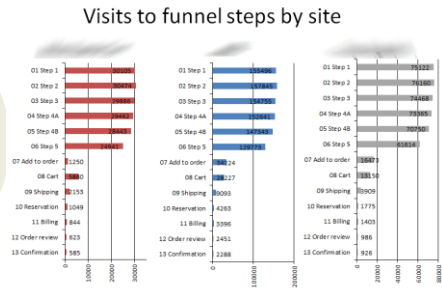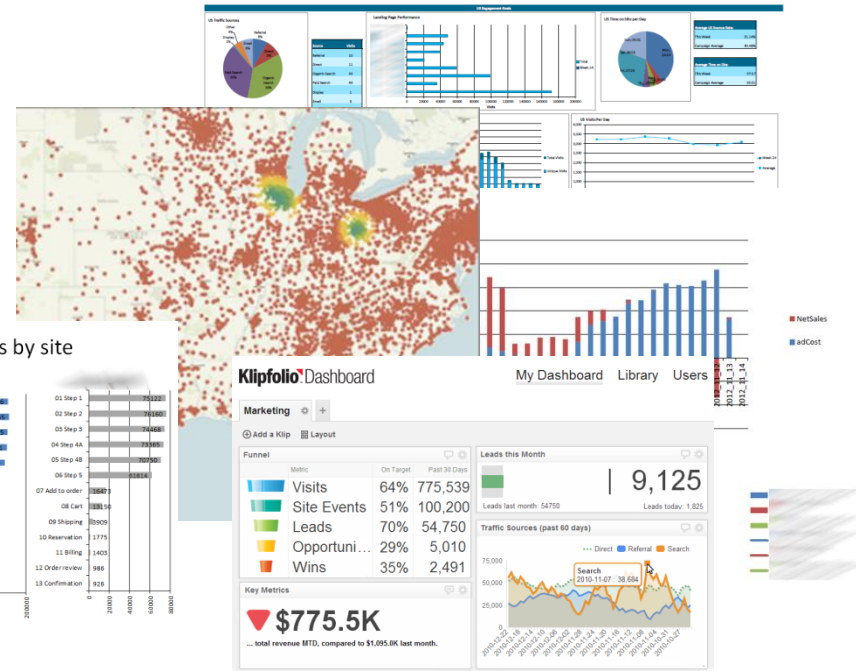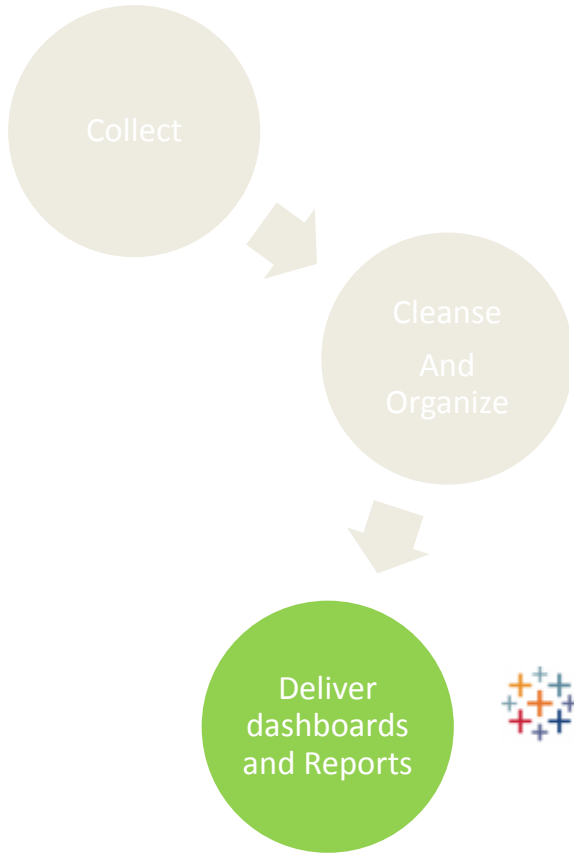
Desktop

Web based

The big guys

Is it a huge expensive IT project?

Those 3 challenges

1. The number of channels is exploding- data is coming from everywhere, we have to integrate it together. **Collect it, get a database.**

2. Data is messy, and doesn't connect, we can't get quality analysis without cleansing and structuring. **Get a data manager.**

3. Speed is key. If we can't get the data in time we can't make decisions and take action and maximize our results. **Organize and Automate.**

Thank you!

www.AnalyticsCanvas.com

Free trials and proofs of concepts available.

James Standen   james@nmodal.com