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A Salesforce Company

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Marketing Performance Optimization

Embracing Data and Analytics to Answer Marketing's Top 5 Questions





Bigger Budgets. More Data. New Questions.

Do you feel like marketers are facing increasing pressure and responsibility? Well, that's exactly what's happening. In Gartner's CMO Spend Survey 2016-2017, marketing budgets climbed to 12% of company revenue. With that rise has come greater accountability, more technology, more lines of business reporting to marketing, and more data.

Marketers have a new set of questions to answer, with greater urgency. Some are new to marketing altogether, and others have been asked in the past but now require answers at every level of the organization – and in real time.

1. Which campaigns are working?
2. Where should we spend our next dollar?
3. Is our marketing spend and delivery on pace?
4. Are the right audiences getting the right marketing?
5. Are we creating a great customer experience?

In this paper, we'll examine these five questions through the lens of **Marketing Performance Optimization (MPO)** – a data-driven solution approach that gives marketers the information they need to answer these questions at every level of the organization.

MPO is a scalable solution.

For many companies, **Marketing Performance Optimization (MPO)** begins with consolidating and organizing online and offline advertising and marketing activity.

This includes integrating and harmonizing all spend and performance data across all channels and geographic regions to provide actionable insights and data visualization for data-driven decision-making.





MPO is a scalable solution. (cont.)

Organizations exploring solutions cite key challenges that include manual and time-consuming reporting, difficulties in resolving formats and taxonomies at a global level, and outdated monthly processes that can't scale to a 24/7 always-on mode. But that's not all – companies want to solve for today's needs while making sure they're in a position of agility to integrate changes in their marketing and expand MPO's mandate to further stages of the customer journey.

For this reason, we'll explore MPO through our five questions as a map of progression you can use to solve for needs today and tomorrow.

Regardless of how broad your MPO strategy is, trends in growing marketing budgets and higher investment in marketing require marketing leaders to get started now enacting changes at both the technological and organizational levels.

For any part of an organization that is growing, better management and centralization lead to higher efficiency. This is certainly true in the fast-paced environment of marketing data and analytics. That's why more organizations today are moving from a reporting-focused model of marketing performance management to a proactive, insight-based model of marketing performance optimization.



“MODERN MARKETERS ARE MOVING FROM A REPORTING-ONLY MODEL OF **MARKETING PERFORMANCE MANAGEMENT** TO AN INSIGHT-BASED MODEL OF **MARKETING PERFORMANCE OPTIMIZATION.**”





Which campaigns are working?

It's a question marketers ask of every program, activity, and event they undertake. But today marketers can't wait three weeks to prep the data and analyze it after a campaign is finished. Being able to answer this question quickly and accurately is the goal of modern marketing analytics. Beyond seeing whether an individual investment is working, you need to be able to look at a cross-channel view of marketing performance and outcomes. And it has to be available and updated in real time.

This means you need to bring all of your data together, regardless of location or format, and get it all speaking the same language.

It also means that an entirely new mindset of accessibility and centralization needs to be implemented so you can answer "Which campaigns are working?" as easily as "What do we do about it?"

To achieve this requires a seamless set of role-based views, so nothing gets in the way of your marketing leadership or team members having a hunch, exploring the story in the data, and taking action. Include information and KPIs at the omni-channel and campaign levels, so you can make strategic decisions about channels and markets as easily as you fine-tune a campaign's content and creative.

In practice, marketers are moving from a state of snapshot, historical reporting to real-time reporting and optimization. In this model, CMOs can report on all investment inputs, sales and revenue outputs, and ROI at the worldwide level. But they also can see issues early, read the market for opportunities, and optimize for growth across business units, product lines, and customer segments.





Which campaigns are working? (cont.)

Vice presidents of marketing, media, and advertising can report on how paid, owned, and earned media are performing against reach, engagement, and conversion targets. But now they can also see in real time which channels and programs within the omni-channel mix are driving their performance, and which result in the most downstream web traffic, foot traffic, sales, and revenue.

In the same way, campaign managers need to report on the success of their campaigns across channels. But now they can also optimize them in real time by drilling into the details of creative, content, sites, placements, and audiences to course correct issues, double down on best performances, and quantify the recipe for success.



DATA RECIPE AND SOLUTION EXAMPLE

IBM uses Datorama to connect all of its paid media, owned media (like email), web analytics, and CRM sales data. As a result, leadership has been able to realize omni-channel insights – such as the better cost efficiency of programmatic versus content syndication – leading to new investment, hiring, and training. Campaign managers have been able to fulfill IBM's vision of the key decision maker, using the right level of detail to spot insights and trends that allow them to make optimizations in real time while campaigns are still in flight. Check out IBM's webinar with Datorama to learn how.

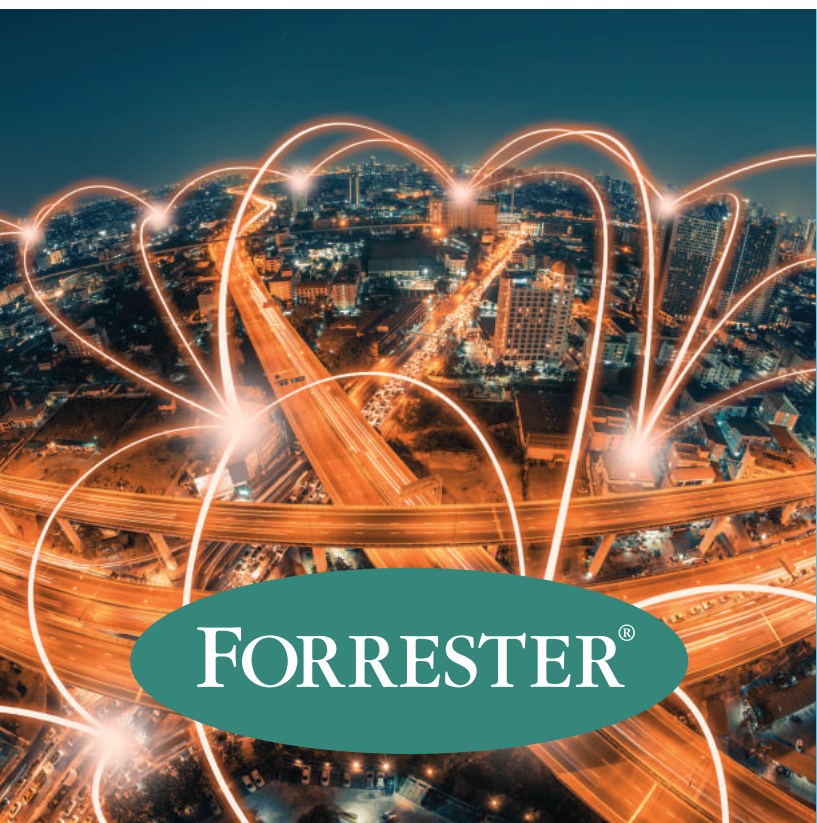


Where should we invest our next dollar?

Your CMO asks an online marketing specialist, “We have an additional \$50,000 – where do we spend this?” The answer to this question needs to be informed, and it needs to come quickly. By having your marketing data connected at all levels, across campaigns, channels, and at the omni-channel level, you’re able to compare your efficiency metrics such as cost per lead, cost per engagement, or cost per acquisition at any time.

Perhaps the answer involves certain regions, product lines, or products that provide the best ROI. There may be synergies between your TV and search engine marketing, or your print and social buzz that need to work together. All of this data needs to be connected, easy to access, and simple to get insights from so you can make a timely and smart recommendation to your CMO and back it up with data. And it shouldn’t matter whether that specialist is in-house or an agency partner – everyone needs to be able to work on the same page.

This unified view is equally important when it comes to cutting programs. Seeing the complete picture will ensure you are actually trimming the lowest converting or performing marketing spend activities, raising your overall conversion rates and lowering cost ratios.



DATA RECIPE AND SOLUTION EXAMPLE

A leading telecommunications customer uses Datorama to connect more than 150 sources including paid, owned and earned media, email, data plan activation data, sales, and revenue. With clear views of performance, sales, and ROI against costs, everyone from the CMO through campaign managers can respond quickly to new budget opportunities or a greater call for efficiency. In fact, this client actively improved its campaign conversion rates by 25% and repurposed 14% of its budget, leading to a \$9.8M revenue-driven benefit. Check out the Forrester Total Economic Impact study to learn how.



Is our marketing spend and delivery on pace?

Pacing is the key to hitting your targets and knowing where you stand now. That means marketers need to keep their finger on the pulse of every investment and return – day by day, week by week. A unified approach is the only way to accomplish this, because you need to pace yourself not only at the highest level, but you need to drill down by market, category, and product to see where under-pacing and over-pacing performances are and what percentage of sales or the budget they represent. This is how marketing performance optimization keeps pacing on track. Modern marketers are moving to a goal-based pacing model where planned versus actual reporting is updated automatically.

All data is connected from your actual media spend and delivery regardless of whether those values sit in cloud platforms, flat files, or on-premises data stores. This information is compared to your planned budgets and analyzed for discrepancy at the various levels of marketing. The result is a clear and panoramic view of progress to target and up-to-date KPIs for spend, reach, sales, revenue, and ROI. Recommendations on pacing and predicted outcomes based on your historical data can all happen automatically today, to assist marketers on knowing where to look for exceptions in their data. Finally, automated insights and drill downs root out where the issues are so major and minor



ticketmaster®

DATA RECIPE AND SOLUTION EXAMPLE

Ticketmaster uses Datorama to pace all of its digital marketing spend and delivery, tying it to sales and their proprietary first-party customer data. What's challenging is the high-velocity nature of its business – it leaves little room for error. With hundreds of campaigns running concurrently over short six-to-eight-week bursts to support artists and sports teams, Ticketmaster needs to quickly identify pacing issues that can affect ticket sales while reallocating budgets to the channels, campaigns, and audiences that are performing best. With Datorama, it has a 360-degree view of marketing pacing with the right levels of granularity to act.



Are the right audiences getting the right marketing?

Today marketers need to market to their customers the way they would want to be marketing to themselves. That means getting more personalized and customer-centric, with real-time optimizations. Within marketing performance optimization, you can integrate your customer-level information from your CRM, marketing automation platform, DMP, CDP, or onboarding partner like LiveRamp. Customer journey analysis, creative optimization, people-based frequency capping, and call-to-action tailoring are all now possible with a 360-degree view of your customer.

You can make sure that your mobile ecommerce audiences get the right message, just as you do for your desktop, and brick-and-mortar customers. Not only that, you can tie in your social listening data to your campaign planning. You can see how your customers and competitors talk about you and your space to inform campaigns and measure the results in real time. This new customer-aware layer of the marketing performance optimization strategy gets the right message to the right customer, at the right time, and on the right device.



DATA RECIPE AND SOLUTION EXAMPLE

A leading global entertainment client uses Datorama to perform audience preference testing and audience-based analytics for every motion picture trailer campaign it runs, allowing its creative, media, and digital teams to synchronize for better campaign execution and continual iterative learning. In this environment, marketing itself becomes a continual audience-preference testing lab that transforms campaign results into smart recommendations that inform the planning process on an ongoing basis. This is an agile virtuous cycle that connects the art and science of data-driven marketing, while keeping customers at the center.



Are we creating a great customer experience?

MPO doesn't stop at paid media – it just begins there. When some people hear “optimization,” they immediately think of conversion rates and cost-per-click or cost-per-lead metrics – the focus of any paid media program. Paid is the easiest channel to show improvements to MPO, with platforms like Google AdWords or DoubleClick Bid Manager displaying exactly what's happening with your ads. Owned and earned media are the logical next step. But take an even bigger step back, and think of every aspect of marketing's role in your customer experience – advertising, customer marketing, sales, events, your website, customer service, and even how your customers interact with your products. All facets of marketing's interactions with customers and internal departments can be connected and represented in your MPO strategy.

That's why in many companies marketing is going beyond its traditional responsibilities to owning the customer relationship across any touchpoint in their lifecycle. According to Gartner's CMO Spend Survey 2016-2017, digital commerce, customer experience, sales, and customer service are increasingly reporting to the CMO. This is where unified marketing intelligence solutions must be able to span the traditional lines of marketing to provide the fullest view of the customer. With a unified approach to your data and analytics and the right scalable technology, you can make this level of integration a reality.



DATA RECIPE AND SOLUTION EXAMPLE

Global clients who integrate all of their marketing and customer data use Datorama to create 1-to-1 conversations with their customers at scale – across marketing, sales, service, and while using their products. Integrating media data like search and social, marketing data from emails and the website, sales data from CRM and ecommerce, and service and customer data from call systems and mobile apps is all possible. What's more, it can be done quickly and painlessly without huge project risk, extensive IT resources, or at exorbitant expense. In a recent webinar hosted by Datorama and Adweek, Electronic Arts shared how “federated data” is a key driver of its 1-to-1 customer experience



MPO runs on smart data integration and harmonization.

Now that we've covered the key solutions marketing performance optimization provides, let's take a look at how we get there. Getting MPO to work and scale requires an appreciation for the unique set of challenges that marketing data poses. These considerations help orient marketers toward the right tool sets required to not only visualize and analyze the right information, but also to best connect it in the first place.

Marketing data is distinct from other lines of business in the organization in three ways:

- It is highly siloed across channels, customer journey stages, regions, and partners
- It is messy due to many different formats and naming conventions
- It is changing with new channels, platforms, and metrics being introduced constantly

From Data Silos to Centralized Data

The good news is that all of these challenges come from the opportunity to engage audiences and customers on their terms – through the right channel, at the right time, and with the right message. This convergence promises marketing that is simultaneously more efficient, more personalized, and more effective.

In order to create seamless and effective customer experiences at scale, marketers and their partners have adopted large stacks of martech, ad tech and customer data solutions that provide targeting and execution capabilities across the customer journey. The challenge is that each of these solutions adds up to dozens, hundreds, or thousands of analytics data streams when scaled across business units, product lines, and regions.

Without centralizing this siloed data, visibility will remain in an incomplete and ad hoc state. Traditionally, the inability to connect all data sources without IT or custom services left marketers waiting on projects and mistrusting their data. Today, marketers can use smart technology to connect and collect any data source. Datorama TotalConnect uniquely does this automatically and immediately. Learn more about this approach from Gartner in their “Cool Vendor” report on data-driven marketing.

NEW TO DATA INTEGRATION?

Learn why it matters so much to marketers



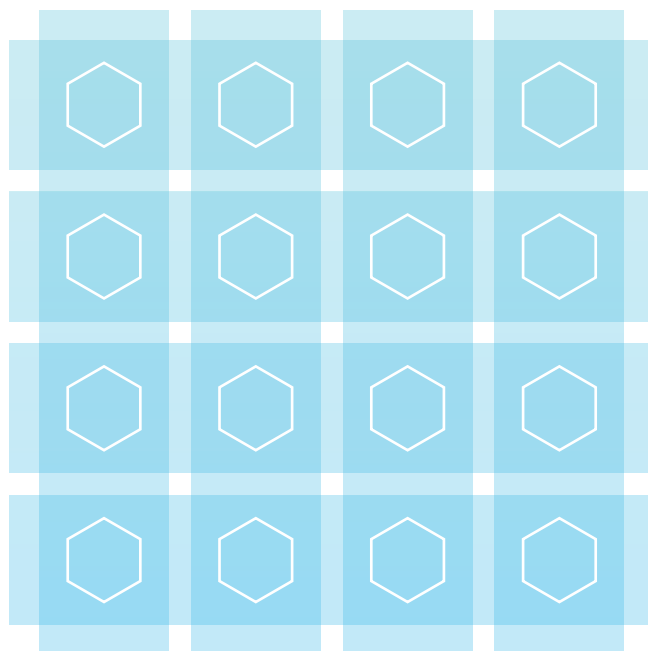


FROM CENTRALIZATION TO UNIFICATION

In order to move from visibility to optimization, marketers must move beyond centralization to unification. Whereas centralization can provide a single view of side-by-side, disconnected metrics, unification makes your data work together by blending it into a cohesive whole. This is the basis for being able to compare and contrast performances, outcomes, and investments at the omni-channel level. It is here that real answers to our five questions emerge.

The challenge is that different marketing systems do not share a common language for how they describe your data. And different markets add to the complexity with different taxonomies, classifications, and currencies in use. Traditionally, marketers turned to IT or services to build data models based on business intelligence platforms designed for less-volatile data.

But these models can break as even slight changes or errors in data and its descriptions change, leading to data blackouts that require time and investment to fix. Today, marketers can benefit from out-of-the-box dynamic data modeling that simply organizes the data for you using modern AI machine learning and embedded marketing domain expertise. This is the unique approach of Datorama Mix.



FROM CHANGE AS A CHALLENGE TO A COMPETITIVE ADVANTAGE

Marketing today exists in constant state of innovation and advancement. With plug-and-play cloud tools and agile product release schedules, marketers can easily swap platforms in and out while platform product teams rapidly iterate to add new metrics, features, and analytics to their services. Even slight changes and errors in the data can result in breakages for business users, with sources that can be nebulous and complex.

The only surefire way to scale seamlessly is to invest in technology that mitigates the chances of this happening, and to implement a strategy designed for this purpose. Smart marketers see this as an opportunity for competitive advantage. Today, platforms designed for marketing performance optimization assume constant change and provide smart AI to manage it for you.

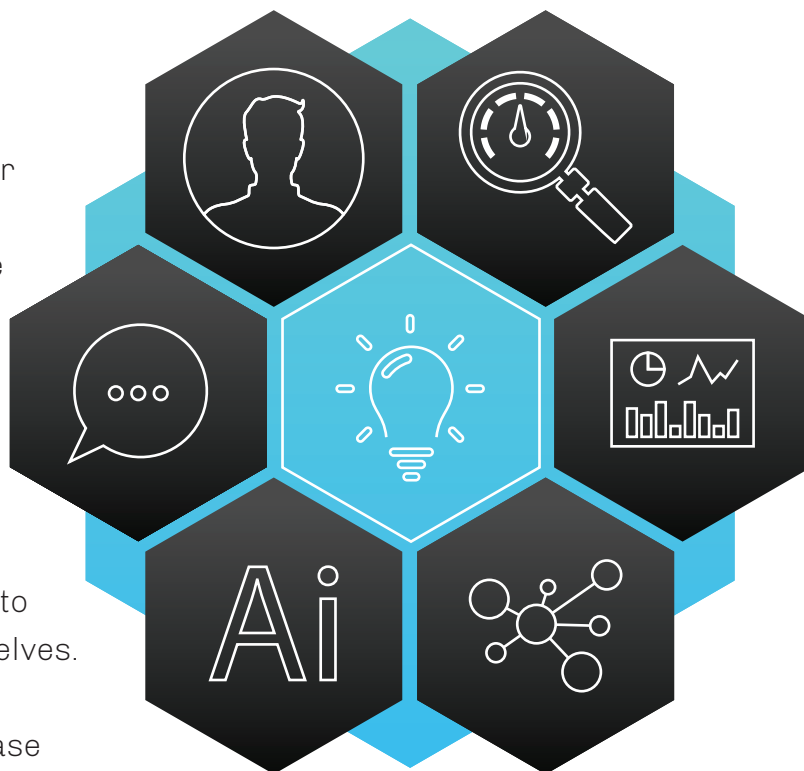


MPO thrives with smart data discovery and analytics.

Getting your data connected and unified plus future-proofing it against change are the foundations of successful MPO strategies. With this solid foundation, you can then get the most out of your analytics, visualization, collaboration, and action-based tool sets.

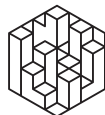
Today's smart technology is transforming these layers as well. While static reports and spreadsheets may still be hanging on for dear life within marketing departments, they will make less and less sense as marketers move to unified data and real-time reporting.

As a marketer, look for solutions built with your decision-making in mind. Dashboards and reports should be something any marketing or sales professional can build in on the fly. This turns your data consumers into producers who can problem solve for themselves.



Campaign optimization is a repeatable use case that draws on many different data sources to guide performance and pacing. Solutions like Datorama automate this process using domain-specific solutions. Marketers deal with more data than anyone – how do you know if you're asking the right questions? Datorama's automated insights reveal what drives your KPIs for you, going beyond the questions your dashboards ask. This connects the need for predictable performance with a supply chain of predictable insights. What about tomorrow? How do we get ahead? That's where advanced predictive analytics comes in.

Finally, don't overlook basics. How can you share or embed content? Can we chat around our data? Are there goals and alerts? Platforms like Datorama provide flexibility for all of these so your team can easily distribute content in the format and channel they prefer. But no two marketers are alike. Maybe you want to talk to your data, through new IoT devices like Amazon Alexa. Datorama provides that too.



Get started optimizing your marketing performance today.

MPO is the answer to marketing's key questions in everything from performance and pacing to audience and customer experience. That's why modern marketers are embracing data and analytics to address these issues.

While bigger budgets and more data are becoming the marketer's new normal, being able to understand your performance as well as optimization opportunities requires smart technology – and becomes your real competitive advantage. To keep up with the siloed yet evolving world of marketing data, your technology must go beyond connecting data to unifying it, and delivering more than static reports but instead visualizations that come equipped with insights.

With Datorama, it's possible to bring together every campaign performance, outcome, and investment, across every region, product, and stakeholder. While marketing data can exist in disparate sources, it never should – since the customer journey itself is a seamless connection of steps. In order to optimize your marketing performance, you need to be able to view all the cogs of the marketing machine in one place. Only then will you be able to surface insights and take informed action – and watch your bottom line soar. Data-driven marketing is the outcome, and marketing performance optimization is the road to get there.

Connect. Unify. Analyze. Visualize. Act.

Datorama, a Salesforce company, provides the leading cloud-based, AI-powered marketing intelligence and analytics platform for enterprises, agencies, and publishers. Marketers use Datorama to bring together all of their data and take action on insights, optimizing every marketing investment and activity. More than 3,000 leading global agencies and brands — including PepsiCo, Ticketmaster, trivago, Unilever, Pernod Ricard, and Foursquare — optimize marketing campaigns, automate reporting, and make data-driven decisions faster with Datorama. Datorama integrates the myriad technologies used in today's marketing and consumer engagement ecosystem so you can deliver exceptional, intelligent experiences across the entire customer lifecycle.



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