

The CMO's Guide to Automating Your Marketing Analytics

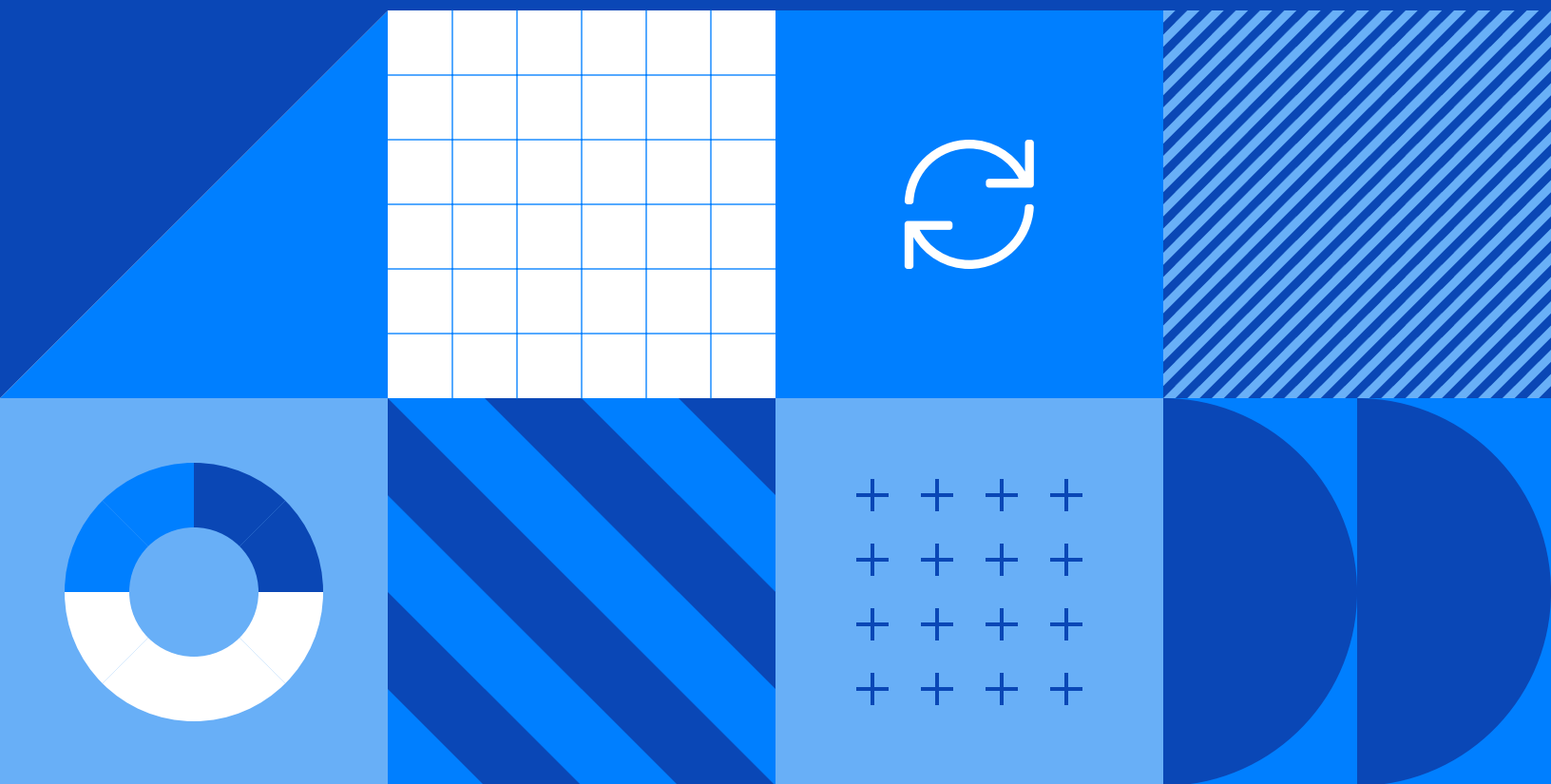


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Introduction

Marketing leaders report utilizing **only 58%** of their marketing technology stack's data potential.¹

A key reason for this lack of utilization is that centralizing the data from disparate advertising, email, organic and all other sources is tedious and time-consuming. Many growing teams start out doing it manually — through UIs by each channel or in Excel spreadsheets. But for **enterprise marketing teams, there is a better way and that is through the centralization of your data across your modern marketing stack.**

Traditionally, your company's IT team or CIO would have led discussions around data integration. But current trends indicate that the **successful companies are empowering their marketing teams to lead their data efforts.**²

In this ebook, we'll arm you with everything you need to know about integrating the data from your marketing stack in order to fuel more data-driven decisions.

1 Blum, Kelly. Nov. 2019. Gartner. "Gartner says marketers utilize only 58% of their martech stacks' potential"

2 Brown, Ariella. Jan. 2019. Zylotech. "Who controls the marketing stack in 2019, the CIO or the CMO?"

What Is a Marketing Data Stack?

Very broadly speaking, a marketing data stack is the mix of technologies or platforms marketing teams use to conduct, measure and improve their marketing efforts. Generally speaking, marketing stacks are made up of the following components:

- **Content Management System (CMS)**—this platform or tool generally holds all of your blog posts, ebooks, websites and so forth. Examples include: [HubSpot](#) and [WordPress](#).
- **Advertising Technology**—the tools you use to power & measure your paid online advertising efforts. Examples include: [Facebook Ads Manager](#) and [LinkedIn Ads](#).
- **Social Media**—tools used to post and monitor across all your social media channels, usually organic as paid social media falls under advertising technology. Examples include: [Google Search Console](#) and Facebook.
- **Customer Relationship Management (CRM)**—often not "owned" by marketing but a key to understanding your customer, their path to purchase with you, and ultimately, the success of your marketing efforts. Examples include: [Salesforce](#).
- **Marketing Automation Platform (MAP)**—when you need to operate at scale, tools that allow you to easily create and launch numerous landing pages, emails and other systems are key. Examples include: [Marketo](#), [Oracle Eloqua](#) and [ActiveCampaign](#).
- **Lead Enrichment Services**—tools or services that enrich a lead, contact or account by getting you more information for that lead, like phone number, email address and so forth. Examples include: [Clearbit](#) and [Fullcontact](#).

Stacks can also include tools to improve SEO (search engine optimization), allow you to A/B test at scale through UX optimizations, and measure your PR/brand marketing efforts, NPS scores, customer marketing efforts and so much more.

The Four Biggest Data Integration Challenges for Marketers

Generally speaking, the larger the company, the larger the marketing stack as you multiply campaigns and efforts. But as that stack grows, so too does the challenge of centralizing, integrating and analyzing the data to understand what is truly moving the needle for your business.

For example, a demand generation leader may think that a LinkedIn ad was hugely successful — and make an argument for more budget on ad spend based on a high click-through rate on the latest campaign. But it turns out none of those clicks converted into marketing qualified leads. Now add in Facebook Ads, a marketing email that went out simultaneously and a press release. What is actually driving your success? **Connecting and ultimately attributing all the data dots is the key to transforming your marketing data into marketing intelligence so you can make truly data-driven decisions.**

Challenges

1. **Data silos met with manual processes.** Sadly, in many organizations, attempts to centralize and manage data result in manual processes through shared spreadsheets and other tactics. This "spreadsheet hell" results in many problems, including a) far too much time spent collecting (and not analyzing) data and b) stale data.
2. **Ensuring the data is accurate.** If your data is coming from all sorts of sources, and not centralized, you run into issues with accuracy. For example, if your data is only being pulled once a month — because it takes so long to do so — and you use that data to draw conclusions, you are already a month behind in your trends.

3. **Building & maintaining reliable pipeline syncs.** If you do have a team capable of building and maintaining your pipeline for you — the tool used to centralize all your data — you are ahead of the curve. But that team is going to have their hands full maintaining the pipeline, updating it and ensuring you are getting the data you need when you need it. It's likely someone's full-time job, which is a lot of resources and money for something that can easily be outsourced.
4. **Mitigating the rising cost of centralizing growing sources of data.** The more tools & services in your marketing stack, the more expensive your costs can be. You need a way to centralize everything that can scale with you and your data.

How to Centralize Your Marketing Data Automatically

To bring together the entire marketing stack, you need to install or link up a larger system. Chances are you already have some of these key pieces — like a BI (business intelligence) tool and a data warehouse — in place at your company. Finding a data pipeline tool that reliably and automatically **centralizes all of your sources** and meets your use case needs is critical for holistic and effective analysis on it.

Here's an overview of how it all works:

Marketing Data Sources

All of the tools you use to push your marketing efforts to customers are your data sources. These can also be called "connectors" because they are what you will need to plug into a larger business intelligence system.

Email Marketing	CRM	Paid Advertising	Organic Social	Analytics
Marketo Mailchimp	Salesforce	Facebook Ads DV360 Campaign Manager Twitter Ads Bing Ads LinkedIn Ads AdRoll Criteo YouTube Pinterest	Facebook Google Search Console	Google Analytics

Pipeline

In order to process all these different data sources and have them appear in your business intelligence tool for analysis, you need a best-in-class pipeline. The pipeline is responsible for extracting all the data from your sources, transforming it so it can be compared with other data on an apples-to-apples basis, and then loading into your data warehouse, quickly and without interfering with any other business operations.

Fivetran pipelines are unique — it's super easy to set up & get all your marketing sources syncing into your warehouse with literally a few clicks of a button. What's more, Fivetran is automated — so as sources change, it automatically updates & normalizes the data so that you can accurately join these different sources.

Data Warehouse

This is where Fivetran centralizes all your data. By having all your data in your cloud warehouse, it allows anyone in the company to access it from your business intelligence tool. Having all your data in the cloud can help you ensure things like GDPR compliance and a single source of truth.

Business Intelligence Tool

With all your data in your warehouse, you need a BI tool — like Looker, Tableau or Power BI — that allows you to visualize and analyze that data. While this end of the system is what most people in marketing & leadership see, everything behind the scenes is crucial to ensure the data you see & make decisions on is accurate.

Generating Key Insights With a Unified Marketing Stack

Bringing all your marketing data together enables you to make better business decisions and uncover more about what's really working:

- By combining all advertising channels' data together, you can understand which are generating the most leads at the lowest cost of acquisition and allocate additional funds into that channel.
- You can apply different attribution models to your efforts, including multi-touch attribution, so you can understand what your customers interact with before and after they buy.
- You can focus on strategizing new campaigns rather than asking for — and waiting on — ad hoc reporting on previous work.

Applied Case Studies

As marketers, we're all concerned with outcomes — how many leads did that campaign generate? How many press hits did our latest announcement get us? Similarly, it's important to know the outcomes a unified marketing stack can get for your team and your business. Let's dive deep to understand how a modern marketing stack — centralized & integrated by Fivetran — helped transform marketing analytics and business outcomes.

How Ziff Davis Analyzes Ad & Website Data

[Ziff Davis](#), a subsidiary of publicly traded J2 Global, Inc., is a leading global digital-media company. The business operates in three core verticals: technology, gaming and shopping with a portfolio of numerous brands, including PCMag, Mashable and Offers.com.

Challenge: Fractured Data Efforts Across Acquisitions

The different brands within Ziff Davis had separate ongoing data efforts. Chris Kite, Director of Technology, recognized the need for a single source of truth and set out to build a reliable data platform, from ingestion to reporting, to democratize data access for all brands across the organization.

Prior to its modern data stack, reporting was inconsistent across teams. The audience team was using Google Data Studio, some teams were building reports off of the data in S3, and certain brands had legacy reporting systems largely centered around paid search that were incompatible with other brands. "We had a legacy system that we used to analyze our Offers.com paid search data," explains Kite. **"It was a large spreadsheet with Google Ads and Bing Ads data, with no visualisations ... Consequently, they weren't running paid search because they had no ability to track performance."**

Building the Modern Data Stack

Bringing on Fivetran was critical for accessing GA 360 data, Ziff Media's most important data source: "Our most important data source is GA 360 for all of our websites. At the time we were comparing products, Fivetran was the only one with a GA 360 connector that actually worked and made sense."

Kite appreciates the way Fivetran unnests the data and loads it into a normalized schema. **He estimates that it would have taken six months of his time to build a reliable pipeline with monitoring for GA 360 alone, with additional time dedicated thereafter for maintenance.**

Building Critical Lead Gen Insights

With the infrastructure in place, Kite is building a dashboard for the paid search team, the biggest internal data customer, to analyze revenue data:

"Our employees want to be in Looker now, which is a testament to the reliability of our centralized data. **The paid search team has a holistic view of all of the data that they didn't have before.** Previously, if they ran paid search on the website they would have the ad data, but they'd be flying blind without the conversion and website data."

The paid search dashboard is becoming a critical asset to the team, and currently includes:

- **Paid search metrics:** Joining the cost data from Google Ads reports and commission data from affiliates to understand how much is spent on ads versus how much is made
- **Conversion funnel:** Joining GA 360 data with internal tracking systems for affiliate commerce to understand how many people make a transaction

- GA data: Cost per click and cost per internal click on a website
- Campaign performance: By joining Salesforce with Google Ads data, managers can drill down into their individual campaigns to understand performance trends
- Customer journey: How did the user find the website, where did they click around, what did they buy

Intercom Speeds Time to Value & Insights

[Intercom](#), a software company that created the world's first "conversational relational platform" to help businesses build better customer relationships through personalized, messenger-based experiences, was able to centralize & integrate its disparate data to drive new insights at a faster pace.

Intercom is [constantly looking](#) at ways to combine cross-product, marketing, sales and pre-sales data, with the financial data from Zuora and Stripe to drive business decisions. The data is used on a recurring basis in all financial reports, top-line executive reporting and go-to-market business reviews. Below are a number of ways that Intercom uses its data:

- Revenue and customer information informs the core customer lifetime value model: a predictive model based on the invoices collected from Zuora
- Finance and marketing data helps the business increase efficiency with paid ad spend

Perry Wang, former Head of Analytics Engineering at Intercom, really drives the point home: "It's about joining that data with more data from Salesforce, marketing, ad spend and beyond. Our time to value and insight is much faster ... The data has become increasingly trusted by financial reporting teams, executives and more."

Additional Enterprise Champions of Fivetran

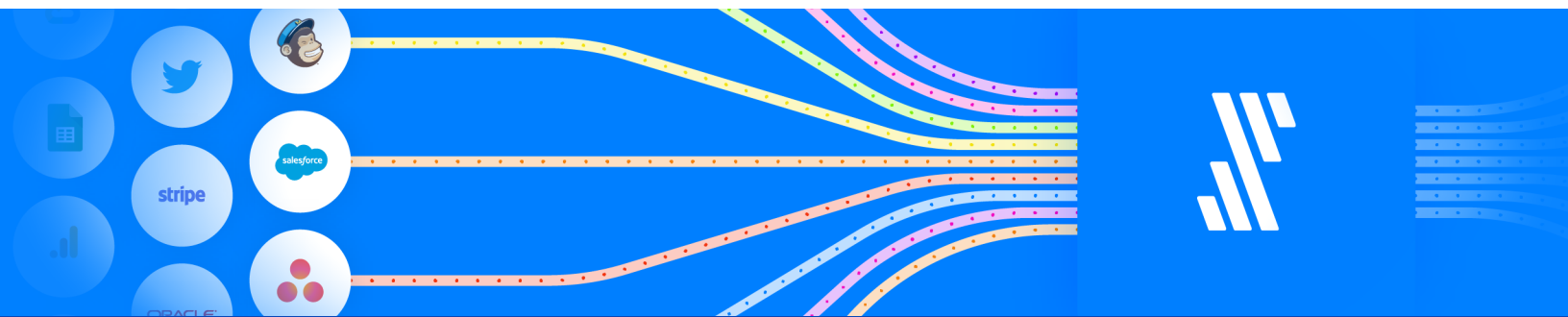
COMPANY	CHALLENGES	CONNECTORS	TESTIMONIALS
Square	<ul style="list-style-type: none"> Marketing team had trouble integrating data from global partners Spent time maintaining legacy systems rather than focusing on company growth 	Apple Search Ads Facebook Ad Insights Google AdWords Google Sheets Marketo Optimizely Salesforce SFTP	<p>"Now we spend less time on data plumbing, so we can focus on innovative initiatives like leveraging chatbots for lead qualification. And we've significantly elevated our infrastructure capabilities — a necessity now that we're a \$20 billion public company."</p>
DocuSign	<ul style="list-style-type: none"> Needed a solution to centralize not just its existing data sources, but additional ones as well 	AdRoll Bing Ads Google Ads Google Analytics Google Sheets LinkedIn Ads Mixpanel SQL Server Yahoo Gemini	<p>"It was so simple, and that's the beauty of Fivetran. Even if you don't have any technical understanding of ETL or ELT, you connect A to B, wait until it syncs, and it's done."</p>
Major entertainment brand	<ul style="list-style-type: none"> Pulling reports and merging data was time-consuming & error-prone Too daunting to build own APIs, wanted automated solution 	Google Analytics	<p>"We're now able to identify and solve issues more quickly. If conversions or demand increase or decrease, we can very quickly open up a new report which everybody can access, all because of Fivetran. With the reports at their fingertips, the team is becoming more data-savvy. They can drill into information much more easily."</p>
Intercom	<ul style="list-style-type: none"> Needed to improve data integrity Combine cross-product, marketing, sales & pre-sales data with financial data to drive better business decisions 	Fivetran Log Connector Intercom Google Analytics LinkedIn Ads Marketo NetSuite Salesforce Salesforce Sandbox Stripe Zuora	<p>"Even in the current COVID-19 business environment, our strategy teams never have to wonder, 'Is the data ready to go?' They know the data will always be ready to go in the morning and that they can use it to keep up with the pace of change."</p>

Conclusion

Regardless of your marketing goals, team makeup or budget, understanding the effectiveness of your marketing is the gold that we all mine for. Data that was previously difficult to unearth becomes easy to access with a unified marketing stack built to transform raw data into marketing intelligence.

"One of the biggest challenges for marketing teams is integrating data from all their global partners. Now that we're leveraging Fivetran, we're able to bring data into our ecosystem quickly and safely."

— Guli Zhu, Head of Marketing Analytics at Square



Ready to take your marketing data to the next level?

Talk with Fivetran today to learn more.



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