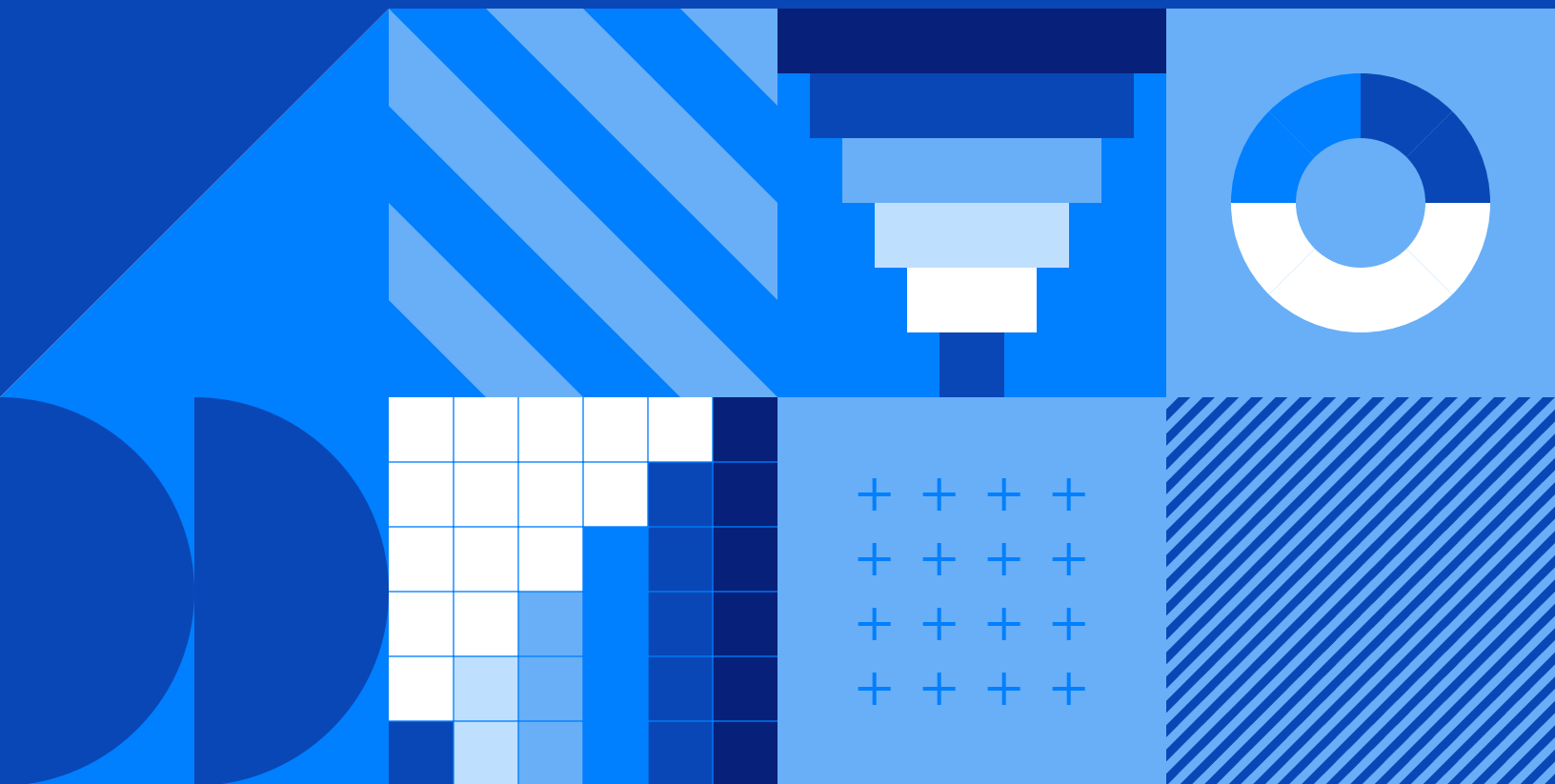

The Growth Marketers Guide to Automating Your Analytics



Learn how data integration helps
businesses grow at fivetran.com



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Introduction

Marketing leaders report utilizing only 58% of their marketing data.¹ A key reason is that centralizing data from disparate advertising, email, organic and 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 growing teams, there's a better way: **the modern data stack.**

Consisting of an automated data pipeline, cloud data warehouse and business intelligence tool, a modern data stack automatically centralizes your marketing data into a data warehouse and makes it easy to generate and share real-time insights. Without a modern data stack, growth can lag as you do all your analysis manually across Google Sheets on stale data.

In this ebook, we show you how an automated approach to integrating marketing data improves time to insight and fuels growth.

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

Marketing Data Sources

Modern marketers use a mix of technologies and platforms to conduct, measure and improve their marketing efforts. Generally speaking, marketing data comes from the following sources:

- **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 and 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.

TIP!

As you grow, so will your marketing efforts – and your marketing stack. Start simple and scale from there, but have a framework that can scale with you.

Generating Key Marketing Insights With a Modern Data Stack

Generally speaking, most marketing teams are looking to answer questions around ROI, attribution and the customer journey. Bringing all your marketing data together enables you to make better business decisions and identify what's really working:

- **ROI (or Return on Investment) Analysis:** 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.
- **Attribution Analysis:** Chances are your company is running a lot of efforts to acquire customers—from paid ads, to demos, to chatbot, and so forth. Knowing what to give credit to for a customer acquisition is the job of attribution modeling. 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.

- **Customer Journey Analysis:** ROI and Attribution are certainly part of the work to figure out your customer journey—how do customers go from not knowing about you to an engaged, loyal fan. All of that mapping makes up your customer journey. With more knowledge here you can understand the signs of churn, or how to speed up the sales cycle.

TIP!

To sustain growth, you need to know which channels are working and invest in them heavily. Rapid insight into channel performance is crucial – and that's where a modern data stack really pays dividends.

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 clickthrough 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 and 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 and 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.

TIP!

The sooner you solve the data integration challenge with a scalable solution, the fewer headaches and inefficiencies you'll run into as you grow.

How to Centralize Your Marketing Data Automatically

To bring together the entire marketing stack, you need to install or link up a larger system. 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 HubSpot	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 it into your data warehouse, quickly and without interfering with any other business operations.

Fivetran pipeline is 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.

Cloud Data Warehouse

This is where Fivetran centralizes all your data. By having all your data in a cloud warehouse, you allow anyone in the company to access it from your business intelligence tool. Having all your data in the cloud can help with 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 and leadership see, everything behind the scenes is crucial to ensuring the accuracy of your data.

Applied Case Studies

In order to grow a company, we have to be 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 achieve for your team and your business. Let's dive deep to understand how a modern marketing stack — with data centralized and integrated by Fivetran — has helped organizations transform marketing analytics and business outcomes.

How Ziff Davis Analyzes Ad and 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 and 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 Growth Champions of Fivetran

COMPANY	CHALLENGES	DATA 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>
Phorest	<ul style="list-style-type: none"> With accelerating growth, access to data has become more critical to the company's success 	Hubspot Salesforce	<p>"While Hubspot is great for making content and administering CRM, the data is in the backend and we needed something to pipe it into a usable format. Fivetran is very much set and forget. We refresh our data every six hours."</p>
HotelSpecials	<ul style="list-style-type: none"> Company's home-brewed analytics setup with Adwords, Google Analytics and Bing wasn't getting the job done Always looking at data in the past to make decisions 	Snowplow	<p>"We were always looking at data in the past. Now, with Fivetran, we can perform data analytics with Snowplow in almost real time. Because data was refreshed only once a day, we were spending money on marketing products that were no longer available. We were sending people to book at a hotel that was already full. Not any more."</p>
Newsela	<ul style="list-style-type: none"> Needed to join data together to generate insights, especially email data 	Google Sheets Marketo Sendgrid Salesforce	<p>"We're able to confidently make decisions based on accurate and complete data. We run our marketing meetings based on metrics and KPIs that are aligned with our sales team."</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

TIP!

Need help growing your company and your marketing analytics? Set up a consultation with a Fivetran representative today.

Ready to take your marketing data to the next level?

Talk with Fivetran today to learn more.



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