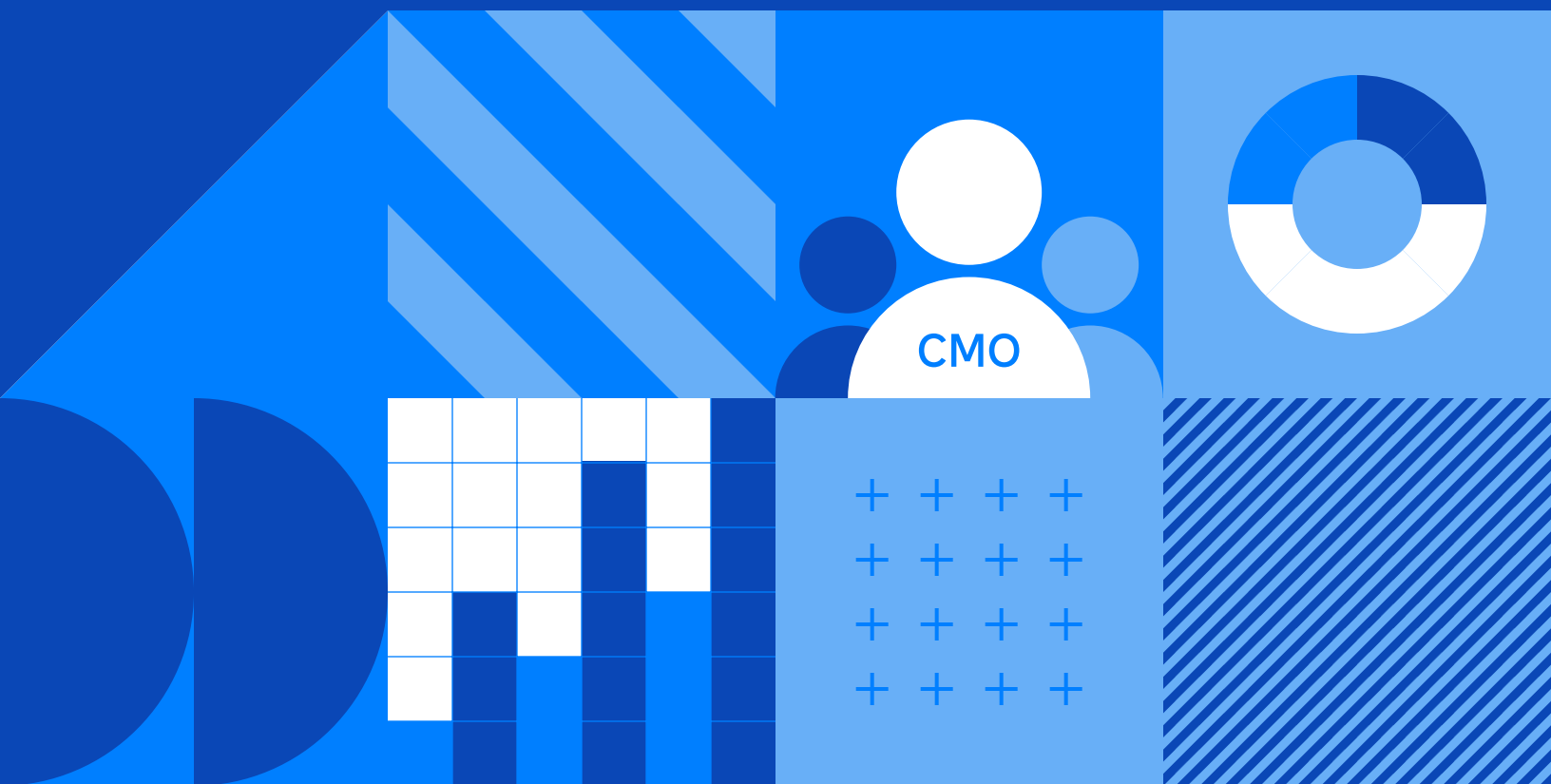


# How to Talk to Your CMO About Data Analytics



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# Introduction

According to Gartner, the majority of marketing leaders are unimpressed with their company's marketing data and analytics.<sup>1</sup> Much of this is due to marketing leaders not embracing a modern data stack. What's more, Gartner reports that marketing analytics teams are "spending most of their time on managing, formatting and integrating data, as well as generating reports and dashboards."<sup>2</sup>

A key reason for this lack of utilization 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 enterprise companies, there is a better way: bringing your marketing data into a modern data stack.

In this ebook, we'll arm you with everything you need to persuade your CMO to bring your company's marketing analytics into the 21st century.

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1 Omale, Gloria. October 2020. Gartner. "Gartner Marketing Data and Analytics Survey 2020."

2 Ibid.

# Marketing Data Sources

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 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. This category is usually limited to data around organic efforts 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 more.

TIP!

Not sure which tools your marketing team uses, or what they're for?  
Ask them! It's a great way to start the conversation.



# 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 (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 to that channel.
- **Attribution analysis.** Chances are your company is running a lot of efforts to acquire customers — paid ads, demos, 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 being engaged, loyal fans? 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!

Find out how your marketing leader is determining ROI, attribution and the customer journey. Ask if they are looking to move to more sophisticated views of these, and find out what's blocking them. Chances are it's challenges like stale data and getting all the data in the same place and format, which the modern data stack can solve.

# 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 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 all the data dots so you can accurately attribute conversions to campaigns is the key to transforming your marketing data into marketing intelligence.

## Challenges

- **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.
- **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.

- **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.
- **Mitigating the rising cost of centralizing growing sources of data.** The more tools and services in your marketing stack, the higher your costs. You need a way to centralize everything that can scale with you and your data.

TIP!

Ask your CMO or marketing leader how they generate insights. How time-intensive is the process? How accurate? This will help you convey the concrete benefits of a modern data stack.

## Explaining the Modern Data Stack to Your CMO

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



Here's an overview of how it all works:

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## 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

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## 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.**

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## 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.

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## 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

Marketers are 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 data stack — with data centralized and integrated by Fivetran — helped 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 couple 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, 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
<a href="#">Square</a>	<ul style="list-style-type: none"> <li>Marketing team had trouble integrating data from global partners</li> <li>Spent time maintaining legacy systems rather than focusing on company growth</li> </ul>	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>
<a href="#">DocuSign</a>	<ul style="list-style-type: none"> <li>Needed a solution to centralize not just its existing data sources, but additional ones as well</li> </ul>	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>
<a href="#">Major entertainment brand</a>	<ul style="list-style-type: none"> <li>Pulling reports and merging data was time-consuming &amp; error-prone</li> <li>Too daunting to build own APIs, wanted automated solution</li> </ul>	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>
<a href="#">Intercom</a>	<ul style="list-style-type: none"> <li>Needed to improve data integrity</li> <li>Combine cross-product, marketing, sales &amp; pre-sales data with financial data to drive better business decisions</li> </ul>	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 budget, team makeup or marketing goals, understanding the effectiveness of your marketing is the gold you should mine. 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!

Want even more help talking to your marketing leader about the modern data stack? Reach out to Fivetran and set up a time to discuss.

**Ready to take your marketing data to the next level?**

Talk with Fivetran today to learn more.



fivetran.com

