

Course 2 - Dcode Master Class

# Building a **Single** Source of **Truth** for Marketing **Data**

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## Presenter, Erica Baity

*Erica Baity is a Marketing Automation and Technology expert who simplifies the complexities of tech in marketing.*

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*She is an advocate for women and minorities in tech and often speaks on various panels bringing light to the need for more diversity and inclusion in the field.*

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# What Is a Single Source of Truth

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**A single repository comprised of the collection of processes, controls, automation, and skills necessary to standardize and integrate customer data originating from different sources**

**By Customer Data Integration**

# What Is A Single Source of Truth

**01**

## **Certified List of Customers**

Single repository of customers for company at large.

**02**

## **Authoritative System of Record**

Source of reference for operational data changes.

**03**

## **Incorporates Business Rules**

Business rules embedded to ensure data accuracy.

**04**

## **Identity Resolution & Matching**

Data cleansing, deduplication & standardization.

# Why Marketing Needs a Single Source of Truth

# Why Marketing Needs a Single Source of Truth

**01**

## Personalization

Personalized interactions that result in higher response rates.

- Customized written and online communication
- Reliance on past purchases, sales reps info and customer household
- Higher response rates

**02**

## Customer Segmentation

Customer grouping based on value for better communication.

- Better chance of communicating with smaller groups
- Behavior and preference based
- Highest-value customers are treated as one

# Why Marketing Needs a Single Source of Truth

03

## Competitive Analysis

Better grasp on competitor engagement with customer.

- Competing with companies for customers
- Heads up on customer targeting specifics
- "First to serve" or "First to discover"

04

## Cross-selling and Up-selling

Understand customer purchase history for product targeting.

- Avoid casting a wide-net
- Know what customers are currently buying (or NOT buying)
- Integrating customer info, product purchases and payment history



# Why Marketing Needs a Single Source of Truth

**05**

## **Return on Marketing Investment**

More targeted and frequent marketing to smaller groups.

- No more infrequent mass marketing campaigns
- Quantification of cost and return
- Evaluate ideas based on anticipated financial returns

**06**

## **Employee Productivity**

Minimized time spent researching and gathering data.

- Easy justification of IT initiatives
- Data easily accessible

# Challenges in Unifying Marketing Data

# Challenges in Unifying Marketing Data

**01**

## Data Development Framework

Doesn't adhere to standard Data Warehouse development life-cycle process.

- Standard implementation methods do not work
- Formal data policies and governance cannot be compromised

**02**

## Data Availability

Source systems not designed to distribute data outside of current environment.

- Source systems aren't expected to distribute their data
- Teams build siloed programs with little understanding

# Challenges in Unifying Marketing Data

03

## Missing Metadata

Data definitions about data are often void or unavailable.

- Not always supported by management
- Benefits of metadata is rarely discussed
- Implementation is over simplified

04

## Poor Data Quality

Data is subpar to be leveraged for master record creation.

- Reflection of faulty business process
- Misrepresents what's really happening in the business
- Wasted time reconciling data project after project

# How To Create a Single Source of Truth

# Top Down vs. Bottom Up

## Top Down

- Emphasizes on strategic alignment
- New or Renewed Customer Focus
  - Rigorous IT Governance Process
- More than Two Lines of Business Involved
  - Enterprise Compliance

## Bottom Up

- System-Specific Integration Needs
  - Proof of Concept Required
  - IT Agility Is the Principal Driver
    - Operational Improvements
- Urgent Delivery of Data or Functionality

# How to Create a Single Source of Truth

**01**

## Identify Data Requirements

Answer how will data be accessed and used by applications.

- Data elements needed for application plus definition and description
- Application level business rules and access methods
- Cleansing and standardization details

**02**

## Data Analysis

Identify and map data sources. Determine domain standards.

- Understand the “best” data source(s)
- How should the data be represented
- Map source data elements to their targets

# How to Create a Single Source of Truth

03

## Integration Design

Approach on how to pull data from various sources.

- More than data retrieval
- Decision on data registry and persistence
- Matching and merging processes
- System interface to other applications

04

## Integration Development

Defines how to extract and apply transformation rules.

- How to extract and match data from multiple locations
- Implementation of language to execution design



# How to Create a Single Source of Truth

**05**

## Verify and Validate

Confirm data adheres to acceptance and certification criteria.

- Certify incoming data is accurate
- Data reflects context for usage
- Users agree to data before enablement

**06**

## Deploy Solution

Make available for enterprise consumption.

- Enable source of truth
- Link applications and begin pulling customer data

# Building A Single Source of Truth for Marketing Data

## Real-life Case study

A healthcare recruiting agency faced issues with account duplication and outdated information. Leveraging 3<sup>rd</sup> party data integration, data centralization on Microsoft Azure and data auditing tools, data quality improved by 33.5% within 4 months. Also, the business was able to target revenue increasing accounts.

## Real-life Case study

A B2B SaaS company faced multiple departments sharing incorrect revenue amounts. They realized they needed to standardize data meaning and create a single source for reporting. Built an Enterprise Data Platform in Snowflake and reporting in Tableau and chartered leadership to push internal adoption.

**THANK YOU**