Building a Single Source of Truth for Marketing Data

By Erica Baity
Chief Data Evangelist @Anologics
Presenter, Erica Baity

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

She is the Founder and Chief Data Evangelist of Anologics, a data management and strategy consultancy to B2B SaaS and D2C Retailers dedicated to simplifying and improving how organizations manage and share sales and marketing data.

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.

You can connect with Erica on LinkedIn or send via email at ebaity@anologics.com
What Is a Single Source of Truth
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

**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”

**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

**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

**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

**Missing Metadata**
Data definitions about data are often void or unavailable.

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

**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**
- Emphases 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

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

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

Verify and Validate

05

Confirm data adheres to acceptance and certification criteria.

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

Deploy Solution

06

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 3rd 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