

Course 1 - Dcode Masterclass

Integrating Data

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Marketing Silos

Brandee Sanders

Award-Winning Marketing Technologist

NY Times, Condé Nast, Mercedes-Benz Fashion Week, ETSY, Foodable TV Network, and INC. Magazine featured director of dynamic and immersive storytelling/data projects. Including notable work with Emmy award-winning, Travel & Leisure, IFC, Netflix, AOL, Hulu, MTV, Nasdaq, Gartner Magic Quadrant, Forrester, Tribeca Film Festival and Cannes featured campaigns and projects. Driving Global Digital, Data, Analytics and Demand Generation Operations. Building, producing, and standardizing complex processes and structures across Marketing, Sales and Products while driving Data Hygiene, Governance, Compliance, Bots, Machine Learning and AI Based Intent/Personalizations.

- *Dcode* -



Vice President Marketing

modal

Learning the Hard Way

Building the plane while we're flying it

Who made this report?

Where is this data from?

How is that campaign/initiative doing?

We've always done it this way

We'll do that next sprint/month/quarter/year



Agenda



01

What are Marketing Silos

Your marketing data can be sitting in separate softwares, each team working with different data. This leads to invisible barriers between the teams. It is hard to run an effective campaign when one team has data that is incompatible with another. Learn more about what data silos are.

02

The Need to Integrate Data

Data silos prevent you from looking at data holistically. Customers interact with your brand in multiple ways. Looking at various sources and campaigns individually will not generate meaningful insights. Checkout in depth what impact data silos have on your business.

03

Marketing Silo Impact

Data integration makes data available to those who need it, getting everyone onto the same page. Data integration also makes analytics and automation easier. Learn more about the actual benefits of integrating your marketing data.

04

Breaking Down Marketing Silos

To eliminate data silos, you need to examine what systems are building up the silos in the first place in your organization. You need to find how data is collected, stored, and processed by various teams. Learn many other ways to break down silos in your business.

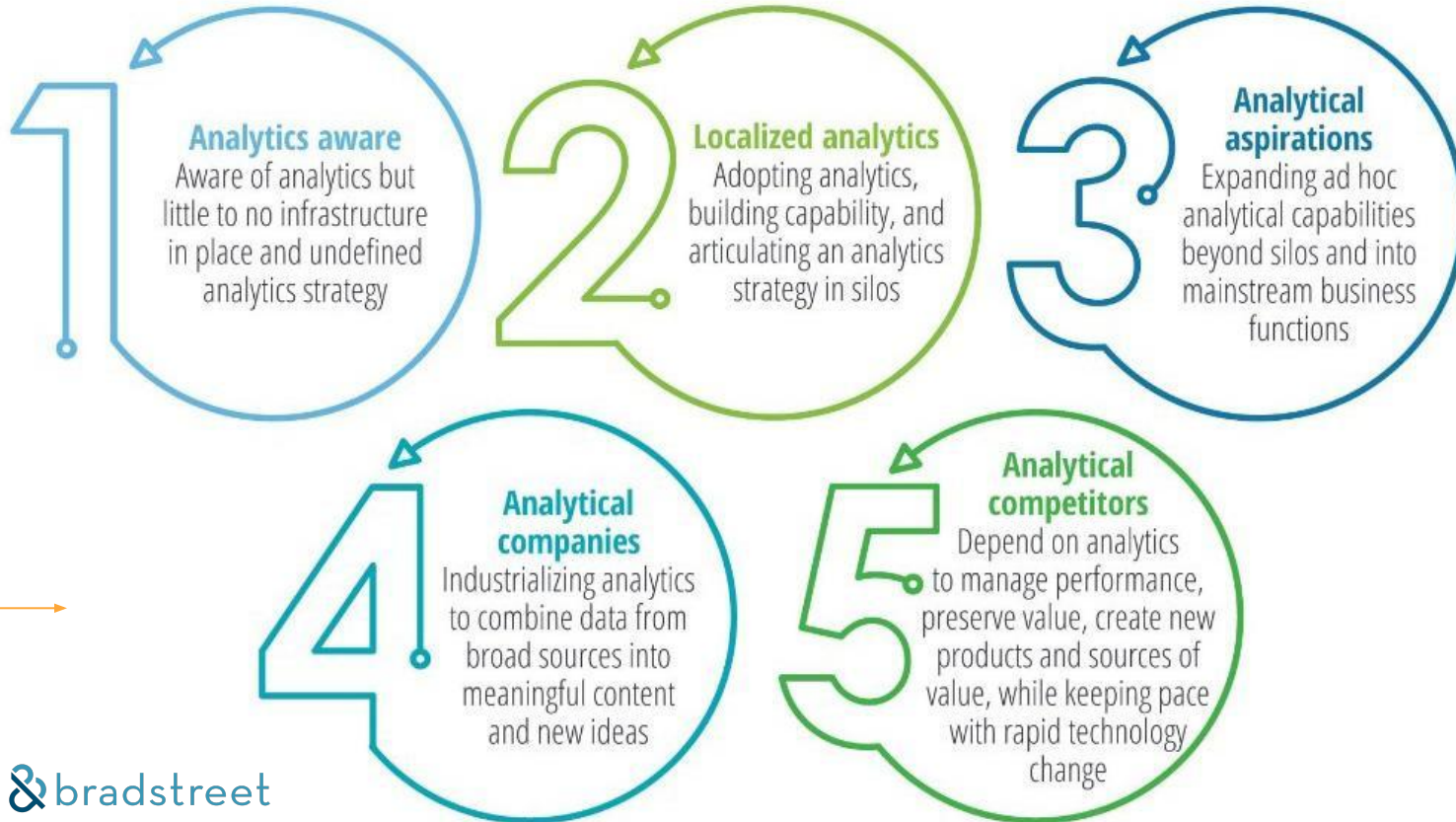
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73% of companies consider themselves “data-driven”, but only 38% share data outside of their own department, while 81% rely on third party analysis for making decisions on their own data.

dun & bradstreet

[State of Analytics Report](#)

The Insight-Driven Organization Maturity Scale



The link between insight-driven culture and business performance

61%
with less strong
analytics cultures...



39%
with the strongest
analytics cultures...

22%
significantly
exceeded
business goals
in the past 12
months



48%
significantly
exceeded
business goals
in the past 12
months



The Need to Integrate Data



SILOS ARE ALL TOO COMMON*

80% of companies report high or moderate degrees of data silos



2/3 experience some degree of shadow (or rogue) data depositories



69% are unable to provide a comprehensive, single customer view



Business and Marketing Data Moves Faster Than Ever

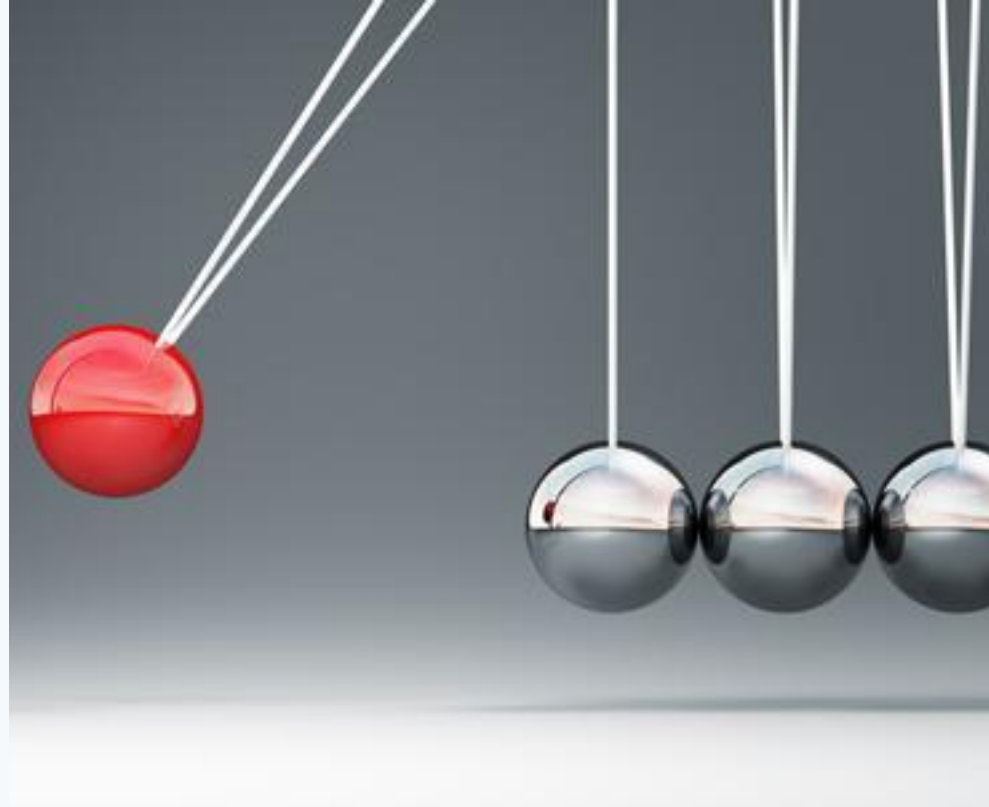
 ≡ **182**
job title
changes
will occur



64 
businesses
will move

159 
new businesses
will open
their doors

Marketing Silo Impact



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Only 43% of teams leverage shared, quality data across activities and technologies, and just 53% have implemented more mature analytics, such as predictive modeling. Forrester predicts that insight-driven businesses will increase their collective revenue to \$1.8 trillion by 2021. They'll also grow 8X faster than global GDP.

FORRESTER[®]

[Forrester Report – Data](#)

How Marketing Silos **Harm** Your Org



Duplicative Work

Every time a silo sings, an unnecessary redundancy gets its wings. You must have a single, unified view of customer, communication and coordination or you could very well cannibalize your own teams work while adding 0 value

Data Quagmires

When you have cross departmental data, it's imperative to have clarity on how those disparate sources, whether that's Finance, Product, CRM, Ads, Social, PPC they need to work together to drive Revenue and Pipe.

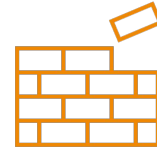
Cohesion Failure

Different teams, different campaigns, conflicting event calendars, multiple email sequences running into each other, different goals, all of these lead to dilution of your marketing efficacy. Unification, transparency and collaboration are key.

Breaking Down Marketing Silos



Dismantling Marketing Data Silos



Top Down Cultural Change

This will not happen solo, a paradigm shift is in order to challenge how business is handled internally, getting buy in from marketing leadership and operations team is absolutely crucial.

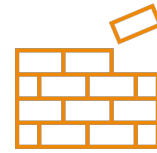
Define and Document KPI's

“Do better” is not a KPI, taking the time to properly plan, build and structure your shared KPI's and making them visible to your cross departmental partners is key to data empowerment.

Transparency

Goodbye smoke & mirrors, hello explicit SLA's, KPI's, Reports and Goals. Visibility can not be stressed enough, the org shares responsibility for growing the business, from Product to Dev, lift the hood up.

Real World Examples



Silo

After many years of growth, changes in CRM, mergers and acquisitions, electronics company, Dell, merged with EMC and VMware, and they needed to work quickly to integrate the networks and legacy systems to break down silos.

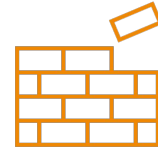
Solution

Leadership invested in real-time tools and dashboards so employees, who are not familiar with each other and may have come in at different points in time, could still access important data without hunting down the owner or going through a gatekeeper.

Real World Examples



BOSCH



Silo

This is a 132-year-old German industrial giant and it had its work cut out for it with older legacy systems and varied large silos. And it's one of a growing number of examples where the older corporate hierarchies are giving way to cross-functional digital collaboration.

Solution

The power tools business swept away its traditional hierarchical organization, abolishing all the old silos and implementing a 7-layer hierarchy, creating substantial improvements in data flow and marketing visibility. In its new system Bosch created a matrix of teams of 5-11 people each, all reporting into a management board for their business unit.

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We know that over the last two years, 90% of all the data in the world was created. Big data, Machine Learning, AI is here, and it cannot be ignored by marketers when we're living in a world driven by data...early adopters and innovators are going to benefit by enabling, building and executing with an analytics influenced model of decision making.



[PlanetBrandee Agency](#)

THANK YOU!