

Course 3 - Dcode Masterclass

Introduction to Modern Marketing Analytics Stack

By **Gabi Steele**

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About Speaker

Gabi Steele

Gabi Steele is the Co-Founder of Data Culture, which helps organizations implement a modern data stack and build lasting data culture. She is a data visualization and storytelling expert with a background in engineering, design, and education. Gabi led Data Visualization at WeWork and the Washington Post, and has taught at Columbia University and Parsons School of Design.



Agenda

- Old Stack Vs Modern Stack
- Need for Marketers to Adopt the Data Culture
- Marketing Data Challenges
- Real-life Case Study
- Implementing A Modern Marketing & Data Stack
- Understanding the Impact and ROI of Modern Stack

Old Stack Vs Modern Stack



DATA CULTURE

Old world stack

Build your own pipelines, read through API docs, data infrastructure as IT infrastructure.

Data teams are silo'd, rarely interact with business users, bogged down with tickets and engineering responsibilities.

New world stack

Best in class data tools can create scalable infrastructure, significantly reducing data engineering costs

An opportunity to close the gap between data teams and data consumers

“Only 9.1% of executives pointed to technology as the principal challenge to becoming data-driven.”

- Randy Bean MIT Sloan Management Review

Data isn't **just** a tech solution

Data is a decision-making process, a prioritization framework, a way communicating to your employees / customers, it can't be separate from how your business operates

As data infrastructure engineers...

Companies believe hiring us to implement their data stack will change everything.

They're right (we're very good).

The Solution...



Eliminate black box systems



Bridge the gap between data engineering and the business



Bring data into decision making processes



Business people



Data people



Business people

Invest in building domain expertise of your data people

Share business challenges, tell them why you want to build things, how you want to act on it

Brainstorm solutions, speak in the language of problems



1. Introduction, context, background, etc.
2. Theoretical framework
3. Methodology
4. Results
5. Discussion
6. Conclusion



Resist the tension between business analysts and data people.

Invest in ambassadors and help build a data community

Inclusivity. Bring people into your process. Don't make things seem more technical than they need to be

Diversity. Hire people from different backgrounds who enjoy solving business problems as much as they love solving technical problems

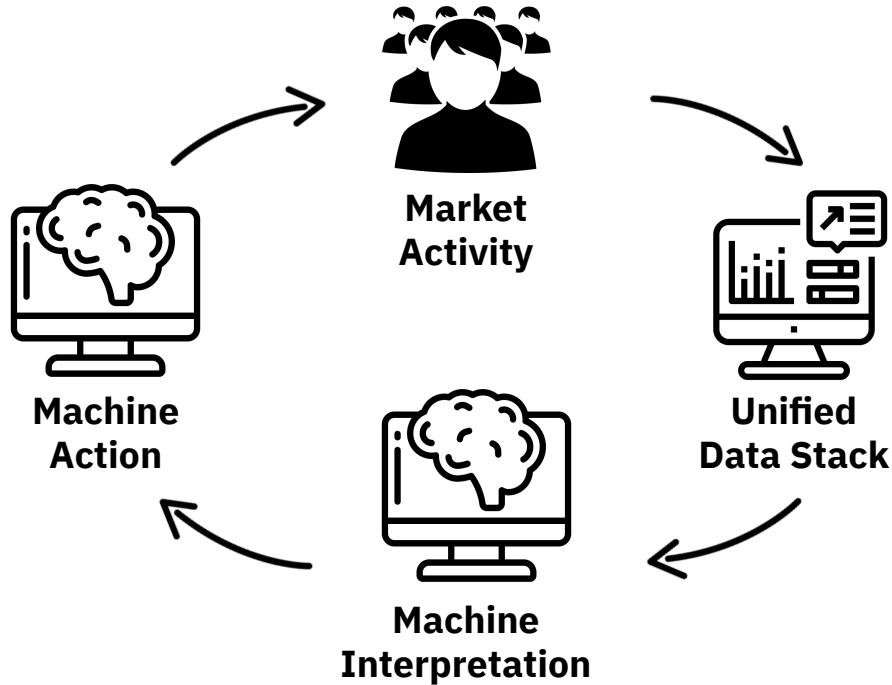


Data people



Marketing Data Challenges

How Do We Use Marketing Analytics Tools



- Data is siloed
- Heavily reliant on 3rd party tools
- It's rigid and hard to customise
- No unified view of the customer journey
- Slow feedback loop

Data Culture E-Comm Case Study



Understanding the customer across platforms

Data silos made it impossible to understand the full customer journey, particularly across retail and e-commerce.

Strategic product decisions were being made purely on intuition, with little understanding of customer preferences or behaviors across platforms.



Segmentation and personalization

Given the limited understanding of the customer, marketing activities (email, promotions, campaigns) were geared towards the entire customer base and prospect list, and not targeted based on different customer segments or personas.

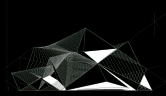


Little trust in data slowed innovation and growth

Trust in data was low, teams felt they were unable to experiment or take risks because they lacked data to make informed decisions or measure results.

Reporting processes were manual and time-intensive, requiring teams to reconcile data from multiple sources just to calculate basic metrics.

Unify

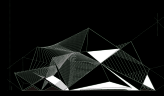


Within days, we compiled fragmented data sources into a centralized warehouse and unified customer data across platforms.

We created a single, 360 view customer profile that included behaviors across retail and ecommerce, as well as aggregated and inferred customer traits.

This was made available to the wider org via a BI tool, ultimately decreasing time spent on manual reporting and building trust.

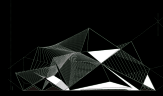
Enhance



We continued to integrate disparate data sources, including their performance marketing tools, email marketing platform, and web and mobile analytics to the centralized warehouse.

We enhanced our customer data model to include segmentations based on key online and offline behaviors, and derived key metrics such as propensity to buy, preferred product category, and lifetime value.

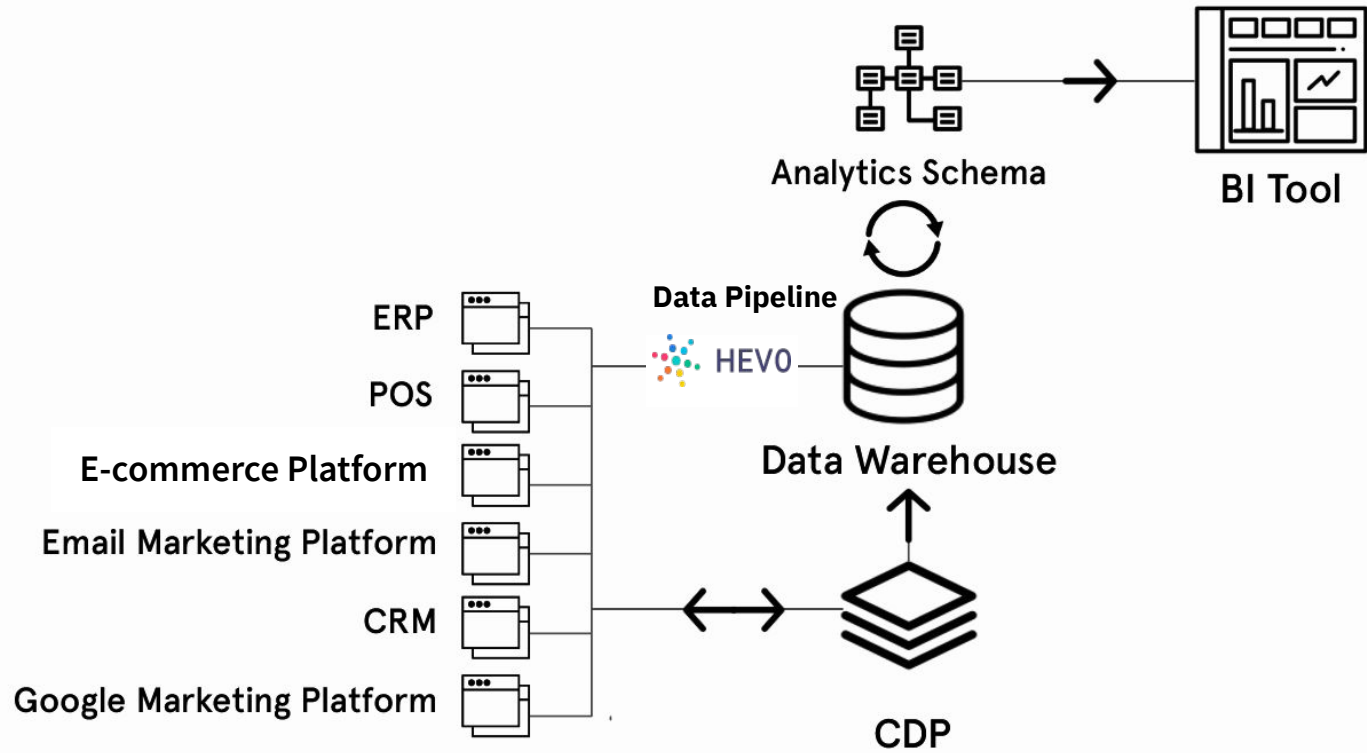
Act



We implemented a Customer Data Platform to make insights surfaced in our data warehouse actionable in marketing tools and the CRM.

Between the data warehouse, CDP and BI tools, marketing teams effectively personalized communication to different segments, create lookalike campaigns in acquisition marketing tools, and accurately measure concurrent campaigns across multiple segments.

Implementing A Modern Stack



How does a Modern Stack Looks Like

Sources



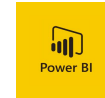
Data Integration



Single Source of Truth



Data Visualization, Reporting and Modelling



AI/ML



THANK YOU