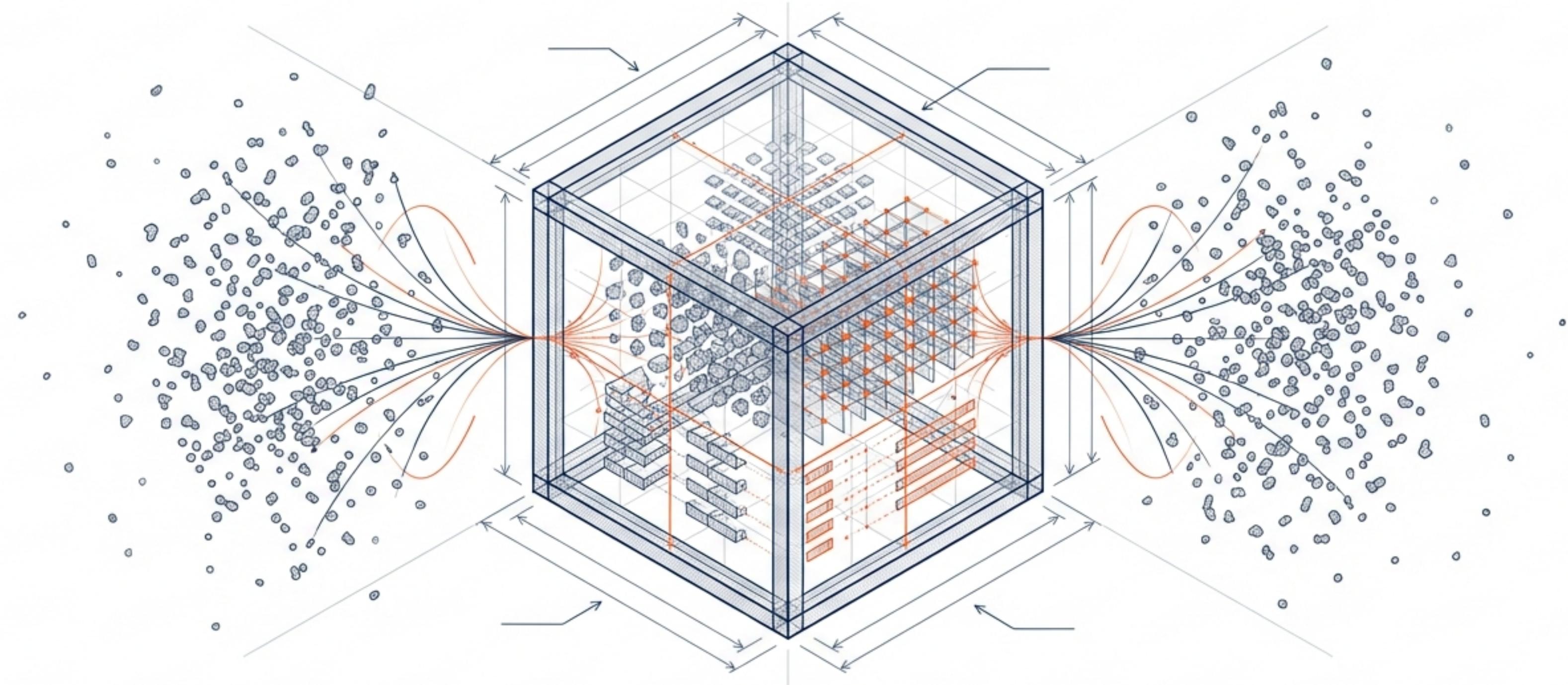


THE SUCCESS LIBRARY: GOVERNING THE SOURCE OF TRUTH

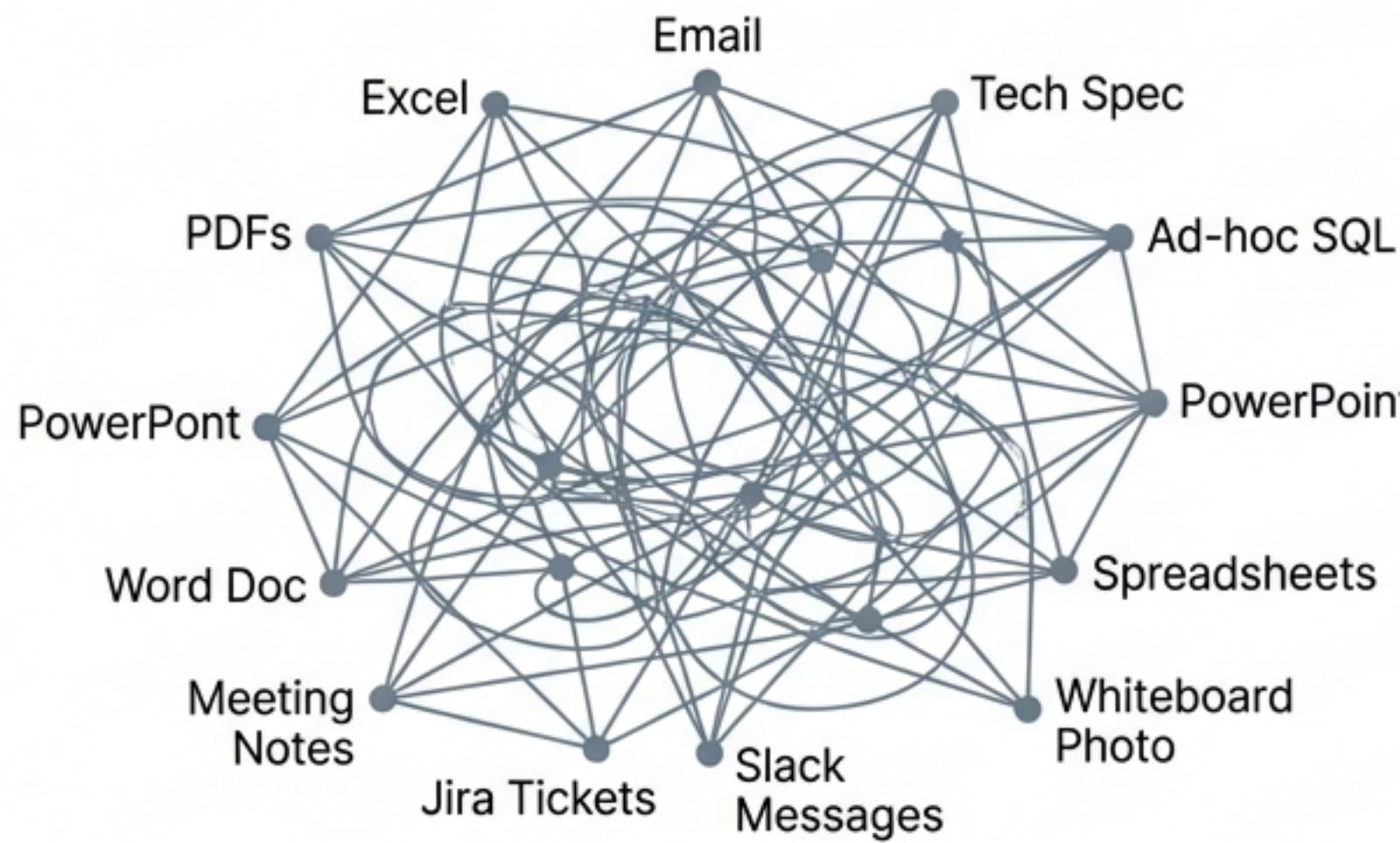
Building the Semantic Backbone for Scalable Marketing Analytics



PROJECT: SUPERFACT ARCHITECTURE // FOCUS: LAYER 3 STRATEGY

THE CHALLENGE: 300 CAMPAIGNS, 300 LANGUAGES

THE CHAOS



CURRENT STATE: Subjective & Manual

THE REALITY

- 1. SCALE:** Managing **200-300** active campaigns simultaneously. !
- 2. THE GAP:** Success metrics defined **ad-hoc** per experiment. !
- 3. THE COST:** Weeks of manual SAS extraction. Zero auditability. !

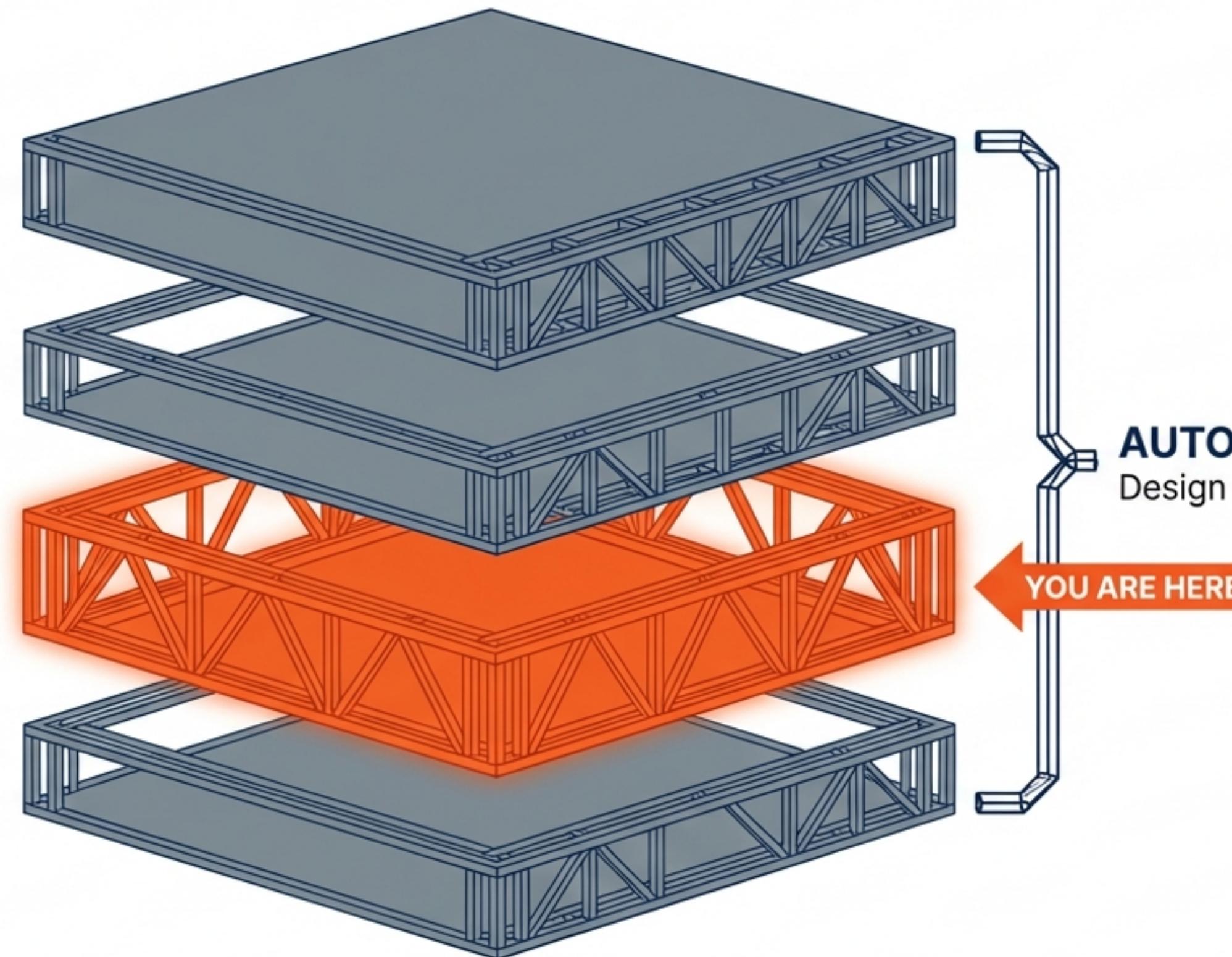
CRITICAL FAILURE: We cannot consistently answer the simple question: "Here is what Cross-Sell means, and here is how it is calculated" from design to reporting.

THE SOLUTION: SUPERFACT ARCHITECTURE

A Four-Layer Semantic System to Standardize Truth

1. Experiment Metadata

The 'Who' – Links Experiments to Clients



3. THE SUCCESS LIBRARY

The 'How' – Centralized Logic Repository (SQL/PySpark)

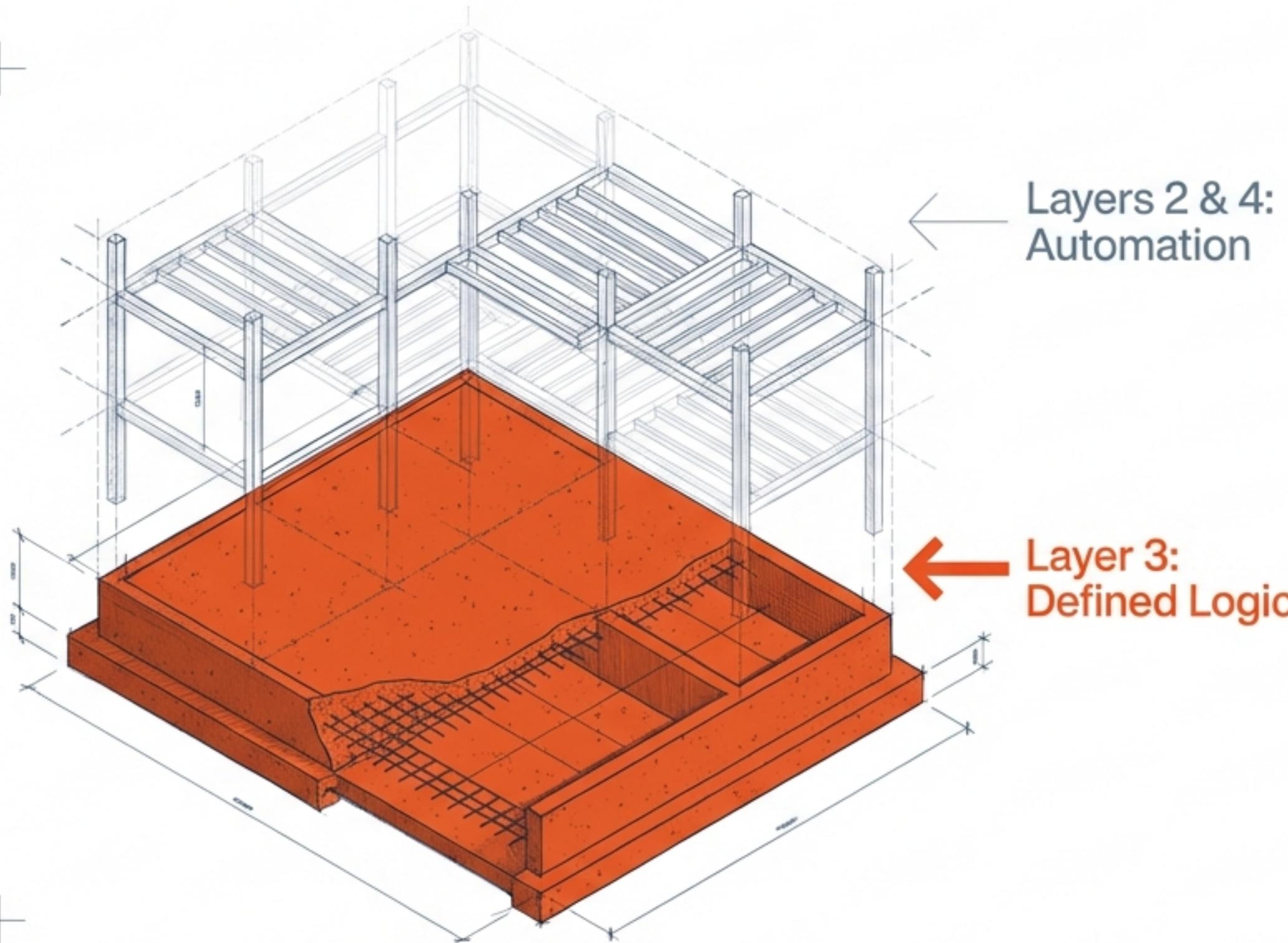
4. Client Journey

The 'Result' – End-to-end Touchpoints

AUTOMATED FLOW:
Design → Logic → Reporting

YOU ARE HERE

STRATEGIC PIVOT: YOU CANNOT AUTOMATE WHAT YOU CANNOT DEFINE



THE LOGIC

01. FOUNDATIONAL DEPENDENCY

Automation requires a destination. Layers 2 (Campaigns) and 4 (Journeys) depend on logic existing somewhere. The Library provides that destination.

02. IMMEDIATE UTILITY

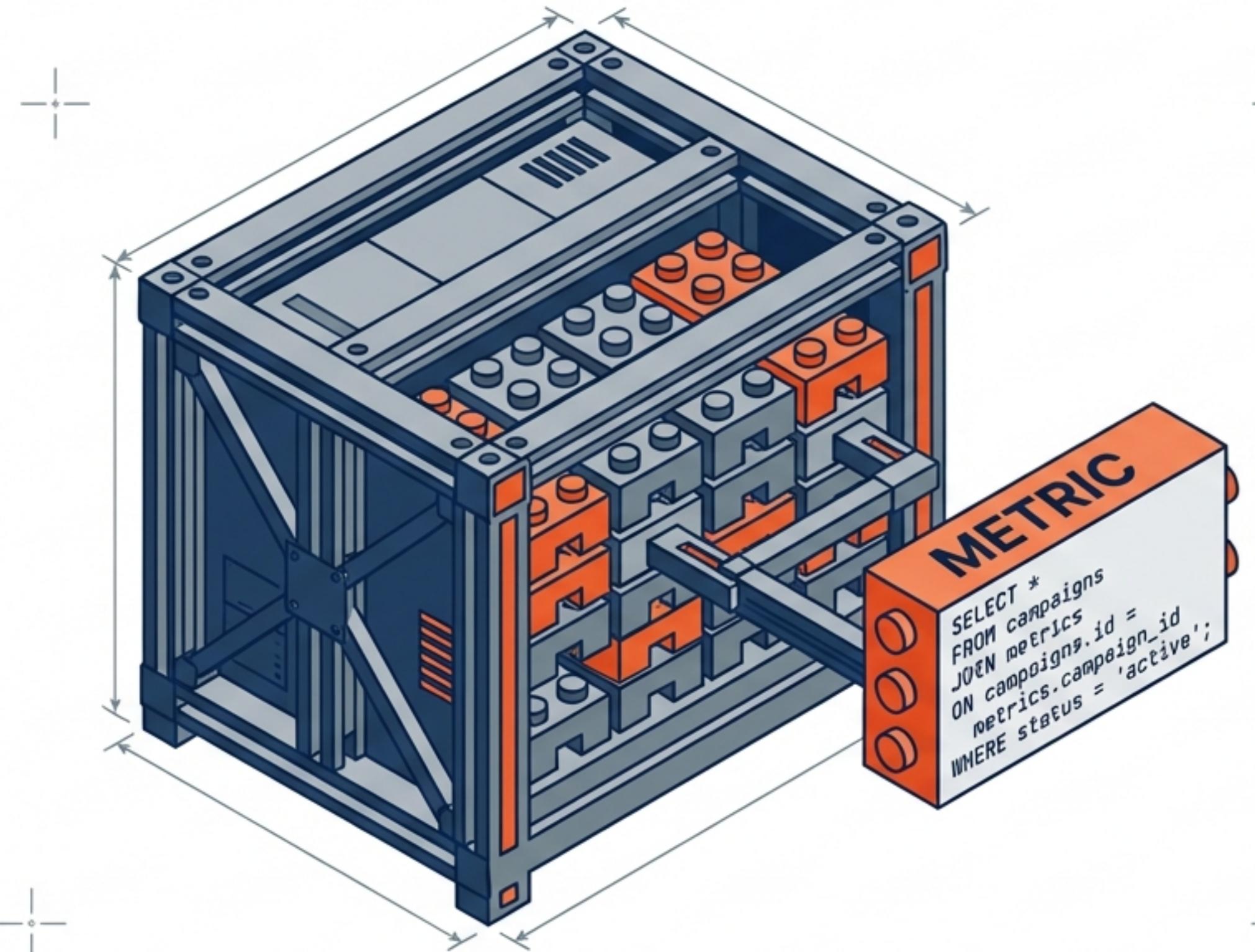
Even before full automation, a governed library stops ad-hoc coding today. Governance delivers value immediately.

03. ART TO ENGINEERING

Moving from subjective, one-off scripts to reusable, governed engineering blocks.

WHAT IS THE SUCCESS LIBRARY?

The Legislative Branch of Data: A Centralized Logic Repository



- 1. Repository:** A GitHub-based repo containing standardized SQL & PySpark code.
- 2. Legislative Branch:** Where the “laws” of measurement are written and stored.
- 3. The Lego Concept:** Standardized blocks with consistent connectors enable limitless joins across campaigns.

THE GOLDEN THREAD: ONE ID TO RULE THEM ALL

metric_id: VVD_ACQ_001

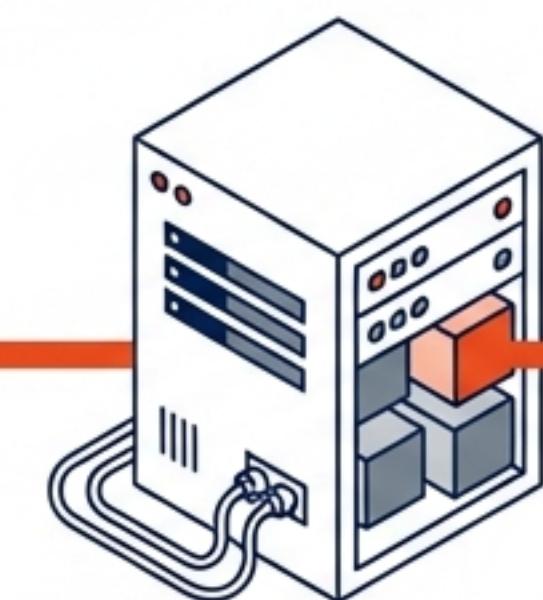


Stage 1:

DESIGN PHASE

Product Owner selects
“Acquisition” as primary goal.

metric_id: VVD_ACQ_001



Stage 2:

EXECUTION PHASE

System looks up logic for
VVD_ACQ_001.

metric_id: VVD_ACQ_001



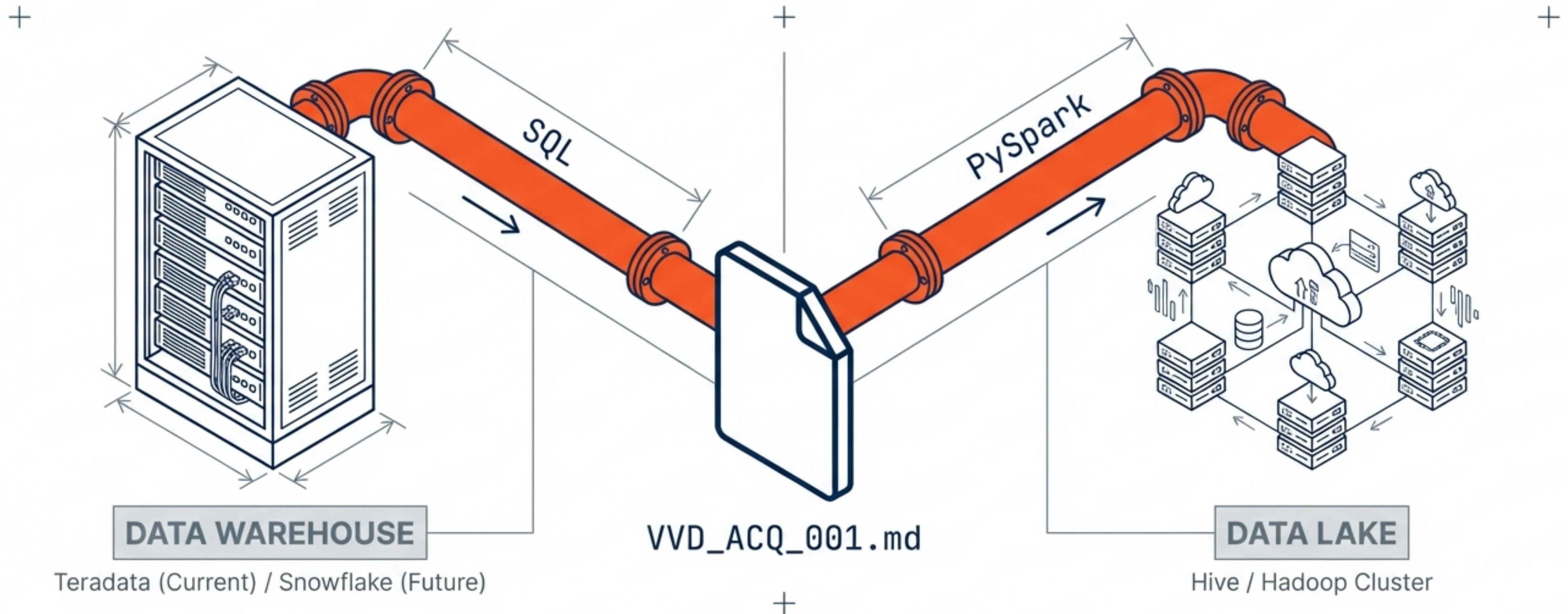
Stage 3:

REPORTING PHASE

Report displays “Acquisition”
using the exact same definition.

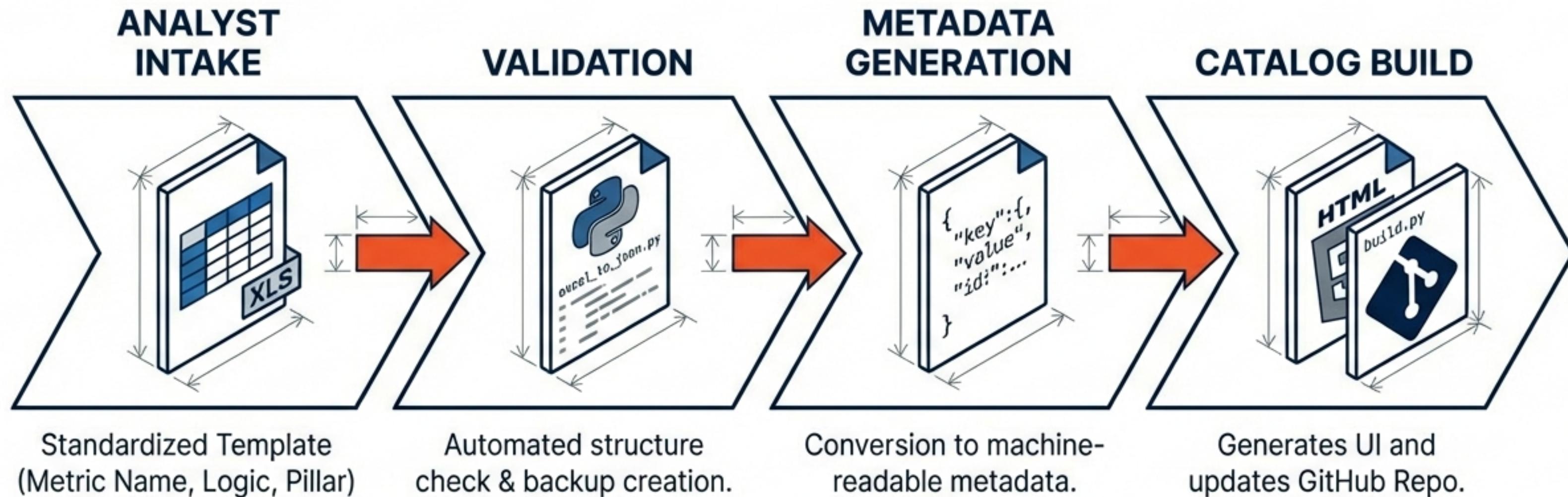
IMPACT: Guarantees that the definition of success is identical from the project brief to the final board report.

ENGINEERED FOR PORTABILITY: DUAL CODE IMPLEMENTATION



WHY? Platform Agnosticism. By maintaining dual logic, we are ready for cloud migration (Snowflake/Redshift) without rewriting business logic.

GOVERNANCE AS CODE: THE INTAKE WORKFLOW



THE AUDIT TRAIL

Result: An immutable history. We know WHO defined the metric, WHEN it was added, and HOW it is calculated.

THE USER EXPERIENCE: A BROWSABLE CATALOG

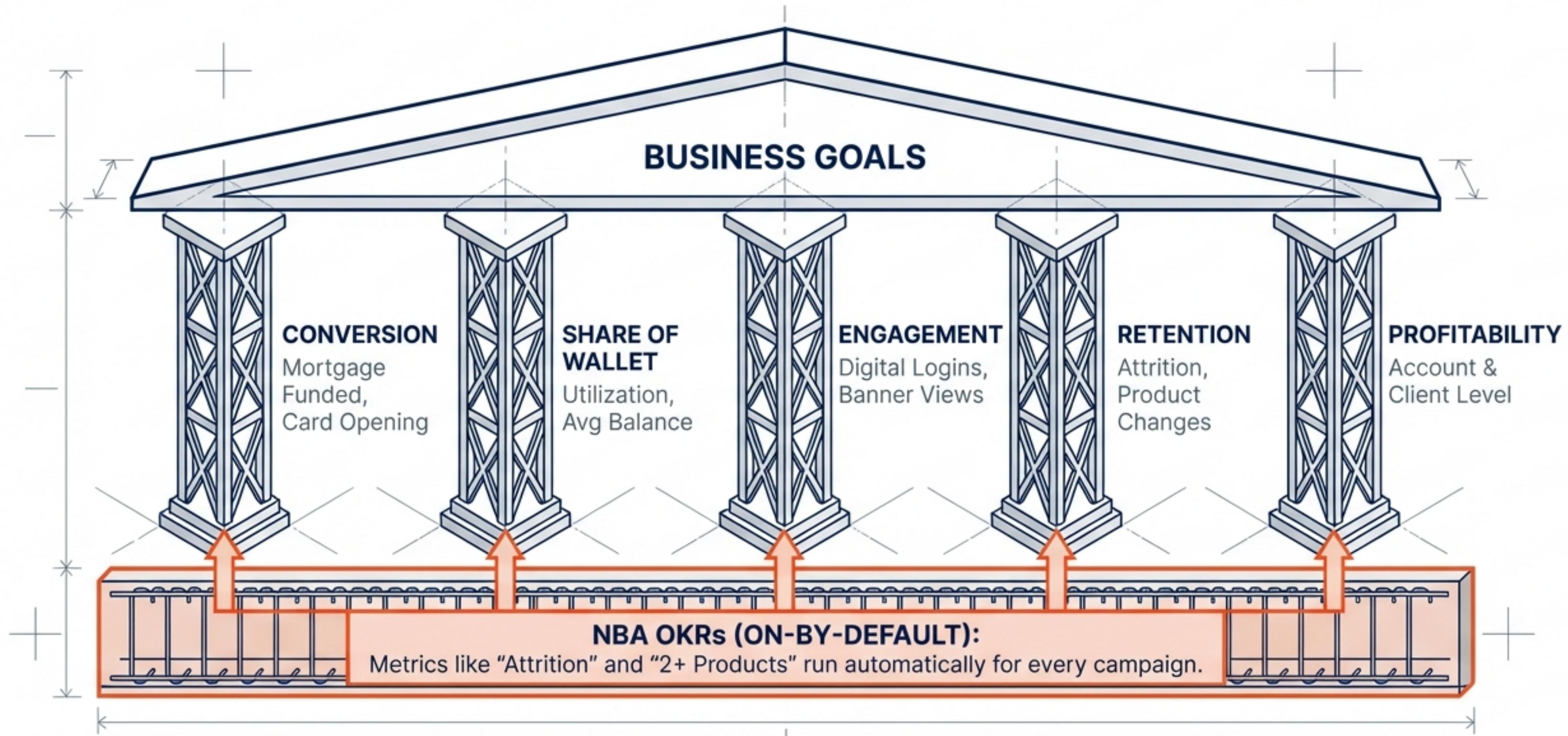
Democratizing Access to Truth in Slate Grey Inter



No Git commands required.
Analysts access a clean,
searchable HTML interface to
find and reuse governed code.

THE 5 PILLARS OF MEASUREMENT

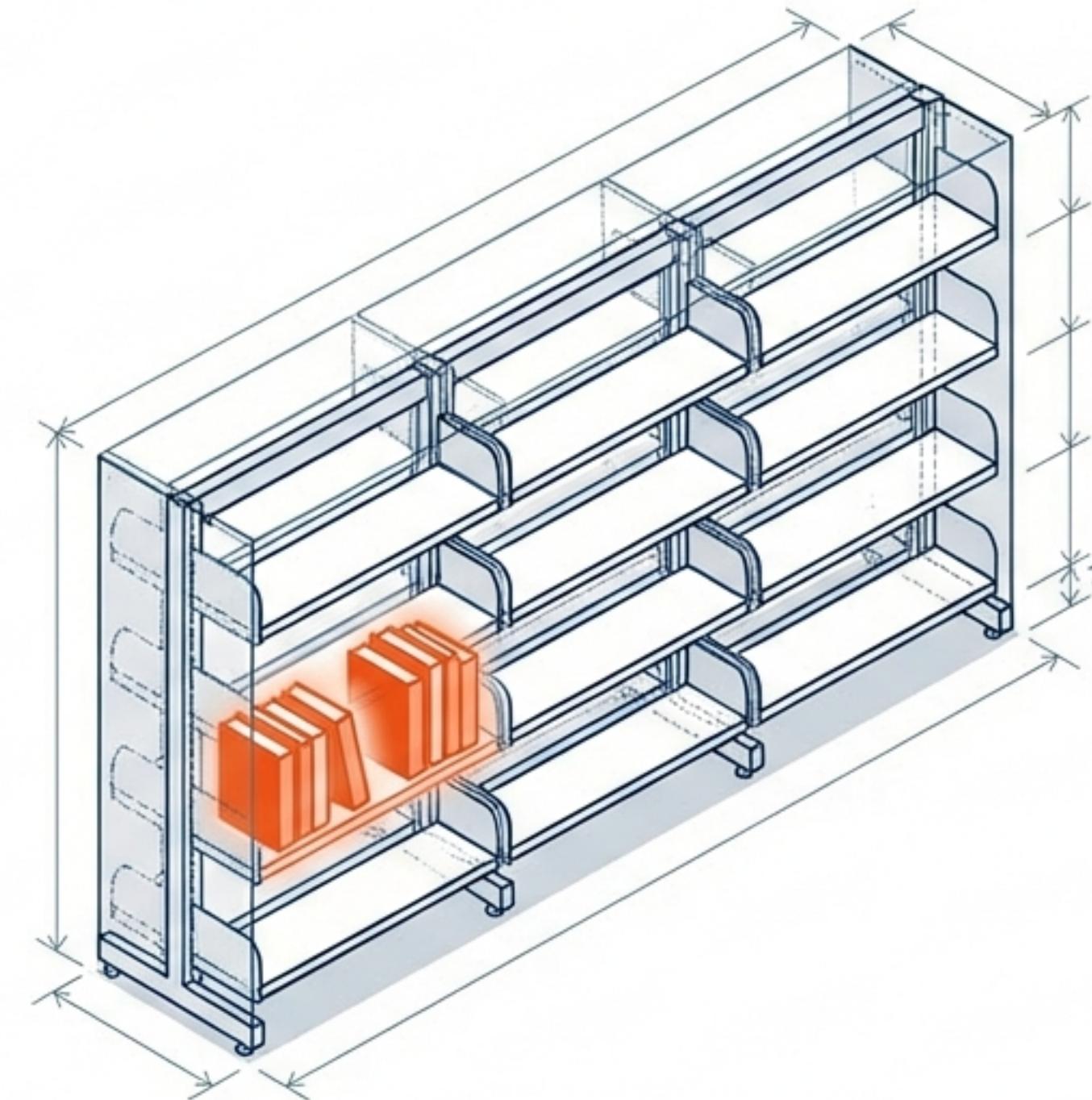
Comprehensive Coverage of the Customer Lifecycle



STATUS: THE ENGINE IS BUILT, NOW WE FUEL IT

The Infrastructure is Complete, the Library is Ready for Content

INFRASTRUCTURE (BUILT)	
<input checked="" type="checkbox"/>	JSON Metadata Structure
<input checked="" type="checkbox"/>	GitHub Repository
<input checked="" type="checkbox"/>	Intake & Validation Scripts
<input checked="" type="checkbox"/>	HTML Catalog UI
<input checked="" type="checkbox"/>	HTML Catalog

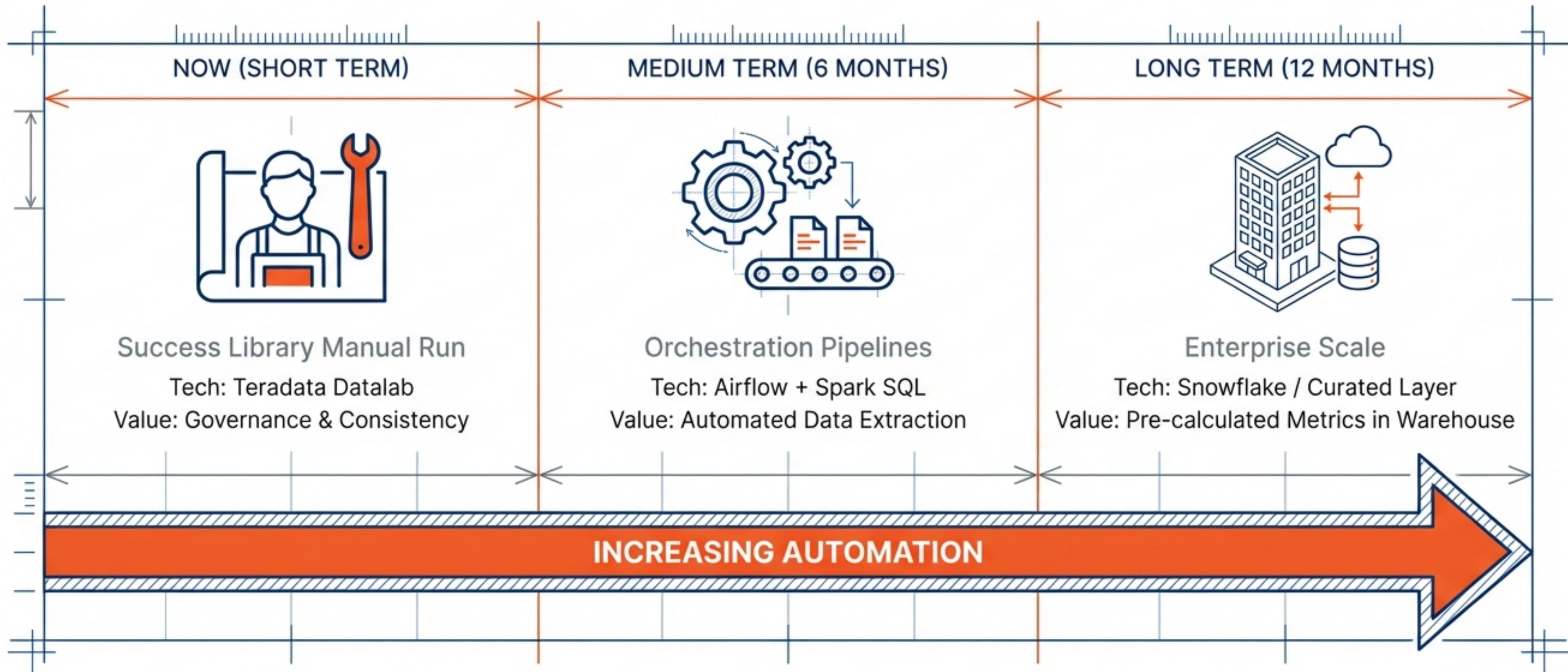


CONTENT (PENDING)	
<input type="radio"/>	Initial Catalog: 6 Metrics (VVD, CC, MTG)
<input type="radio"/>	Next Step: Populating business definitions and logic for the wider portfolio.

We have successfully constructed the container. The next phase is populating the library.

ROADMAP: FROM MANUAL GOVERNANCE TO AUTOMATED PIPELINES

Evolution of Data Processing & Measurement Infrastructure

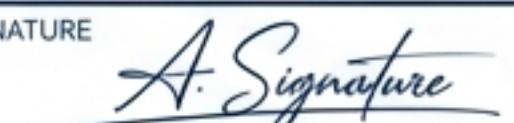


THE IMPACT: SPEED, TRUST, AND SCALABILITY

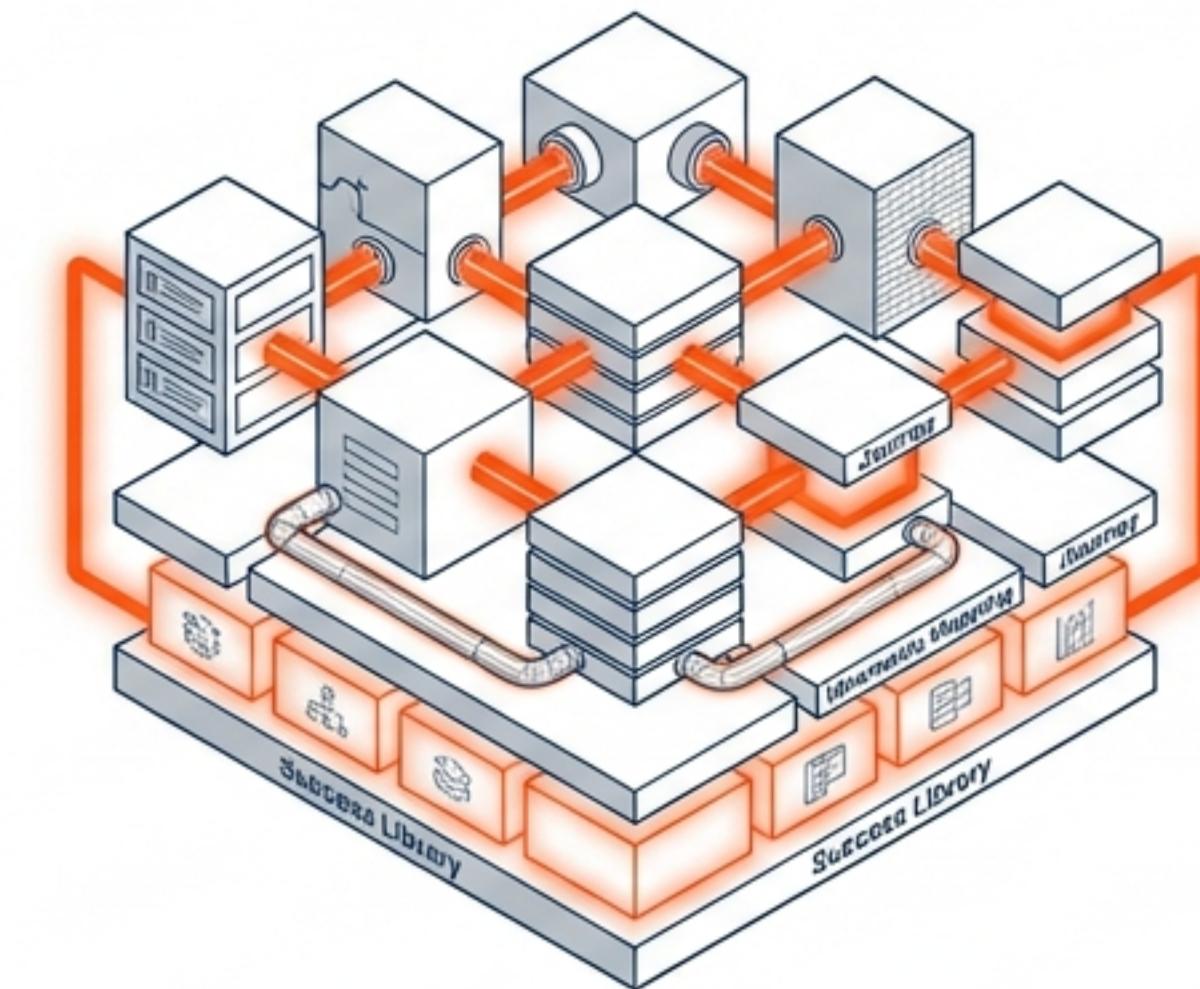


“Opening a new mortgage results in fewer PACs” – Cross-campaign insights become discoverable when metrics are standardized. 

RECOMMENDATIONS & NEXT STEPS

FLIGHT CHECKLIST: ACTIONABLE ITEMS	
	
	EXECUTIVE SPONSORSHIP Mandate the use of governed metrics for all new campaigns.
	METRIC EXPANSION Allocate resources to populate the library beyond the initial 6 metrics.
	ENGINEERING INVESTMENT Dedicated Data Engineering to build the Medium Term (Airflow) pipelines.
	INTEGRATION Connect Layer 2 (Mnemonic Mapping) and Layer 4 (Journey) to the Library.
	
SIGNATURE	

TRANSFORMING ANALYTICS FROM ART TO ENGINEERING



The Success Library is the GOVERNANCE BACKBONE. By standardizing "what success means" and "how it is calculated," we eliminate ad-hoc creation and build the foundation for trustworthy, automated measurement at scale.