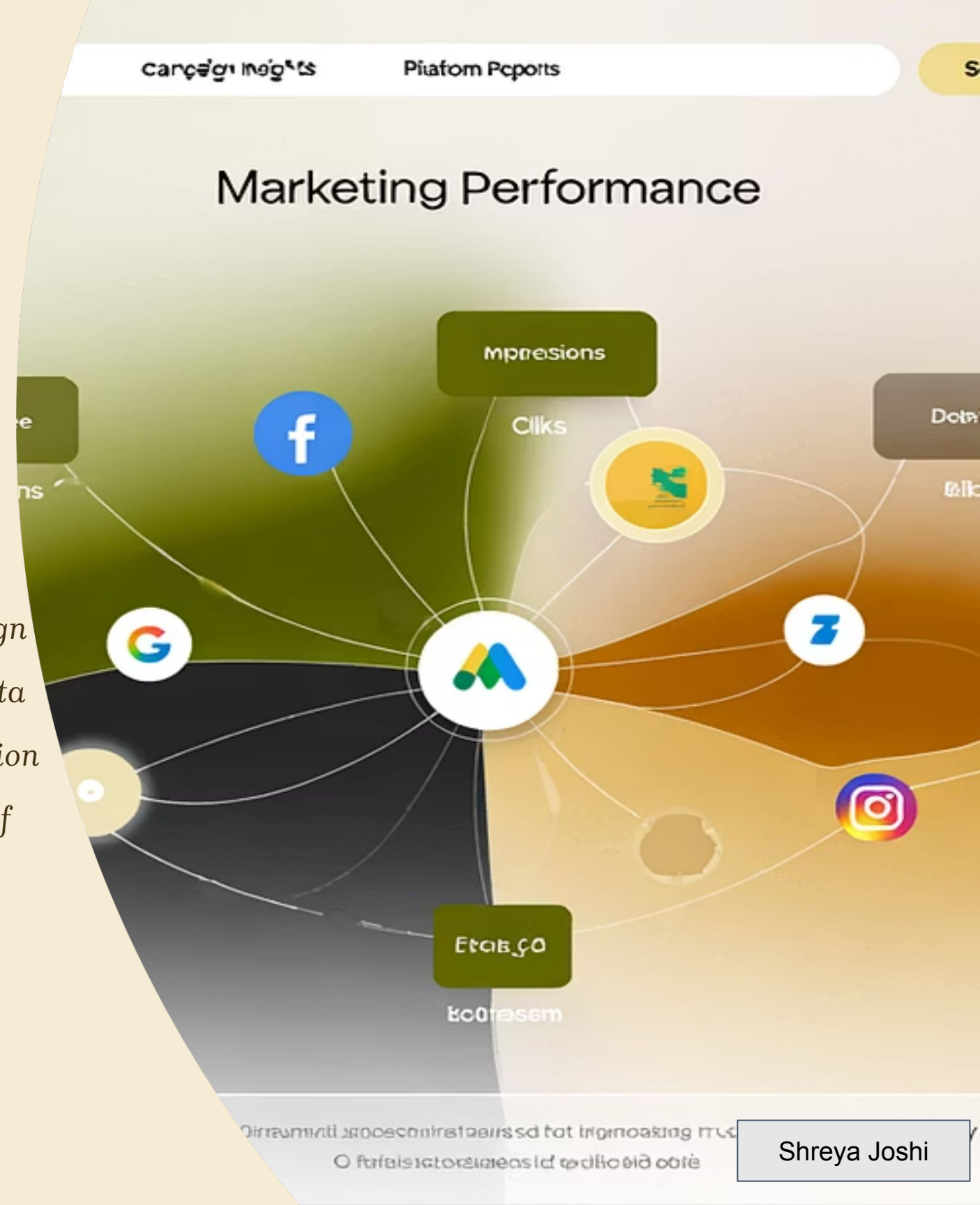


Unifying Marketing Data: Tackling Cross-Platform Fragmentation

"Marketing campaigns distributed across Meta Ads, Google Ads, Campaign Manager 360, Reddit, Direct Mail, and CRM platforms generate siloed data with inconsistent structures for spend, campaign types, KPIs, and conversion metrics. This fragmentation hinders the ability to produce a unified view of performance, evaluate full-funnel effectiveness, and drive informed, cross-channel investment decisions."

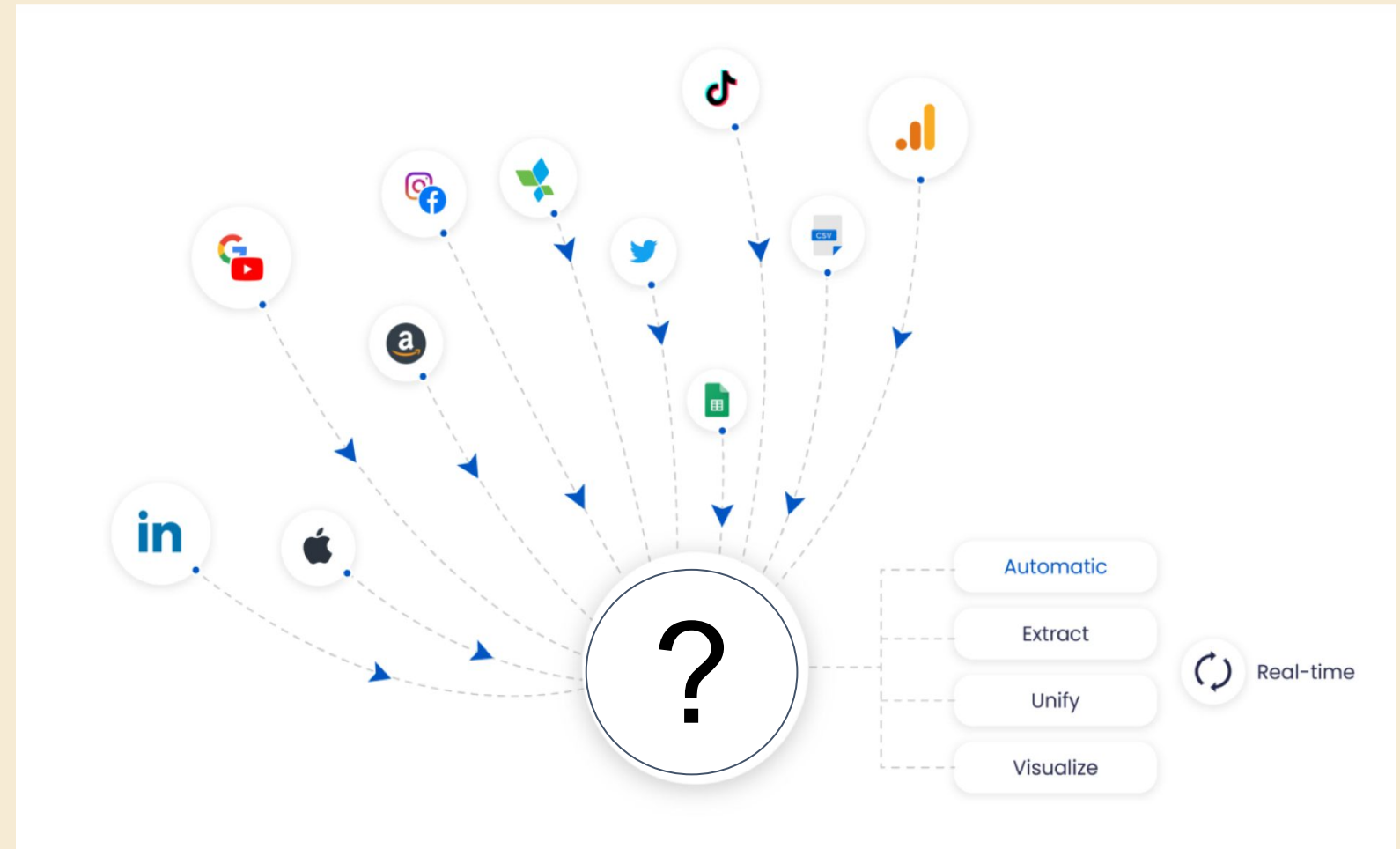


The Challenge: Fragmented Data Across Multiple Platforms

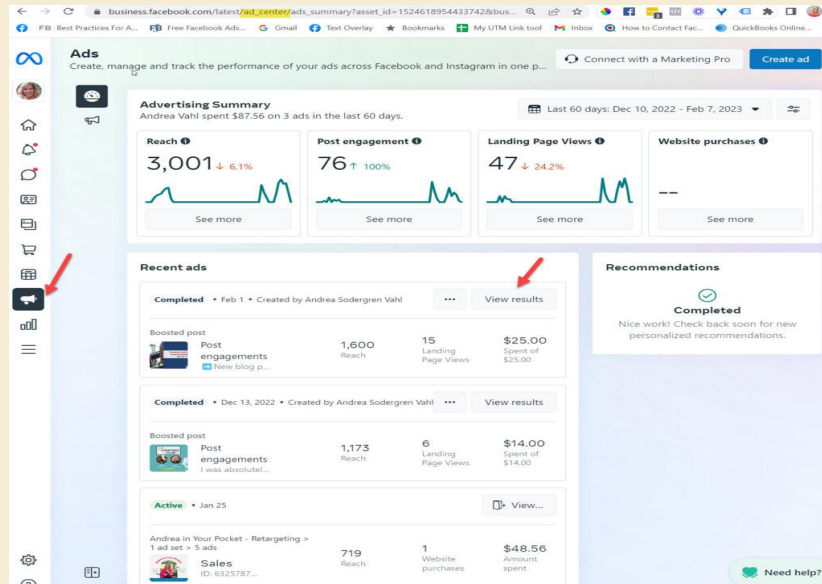
Marketing teams today operate across numerous platforms, each with its own data structure and reporting system:

- Meta Ads (Facebook & Instagram)
- Google Ads
- Campaign Manager 360
- Reddit
- CRM platforms

This fragmentation creates significant barriers to holistic performance analysis and ROI tracking.



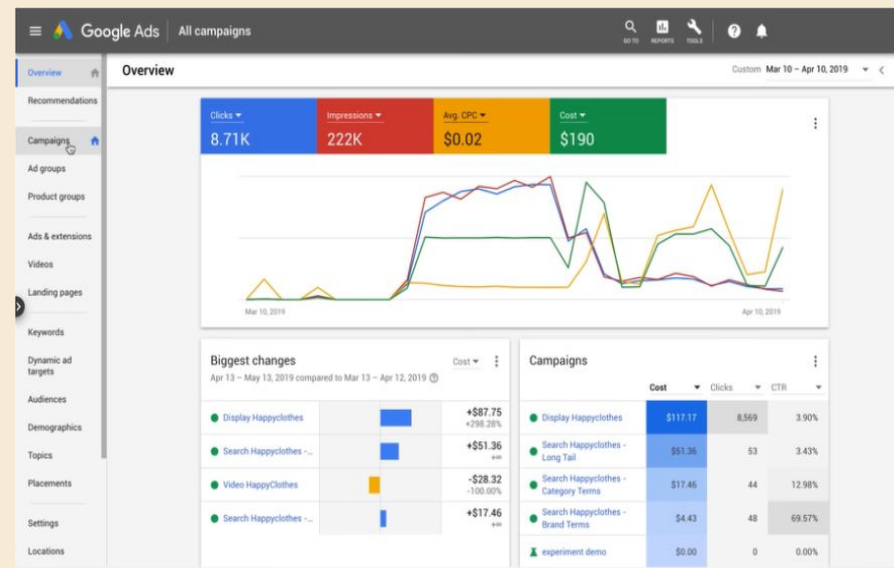
Breaking Down Data Silos: Platform Schema Differences



Meta Ads

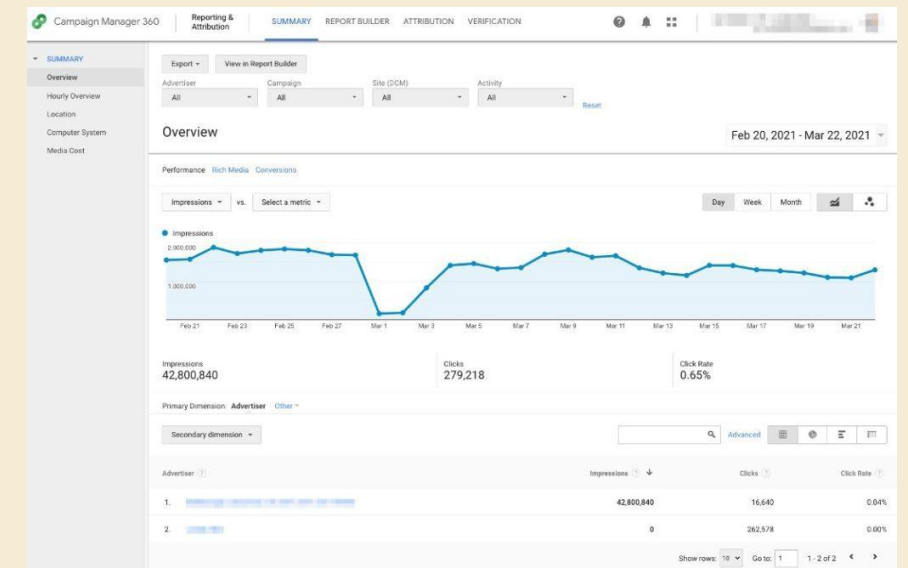
Uses campaign, ad set, and ad hierarchy with engagement metrics like reach, frequency, and CPM alongside conversion data.

Each platform organizes data differently, making it difficult to create apples-to-apples comparisons without significant transformation.



Google Ads

Structures around campaigns, ad groups and keywords with metrics like quality score, search impression share, and CPC.



Campaign Manager 360

Focuses on placements, creatives, and trafficking with impression tracking and view-through metrics.

Campaign Performance: Creating Unified KPI Frameworks



Identify Core Metrics

Determine which KPIs matter most across all channels (impressions, clicks, conversions, etc.)



Normalize Definitions

Create standard definitions that apply across platforms (e.g., what constitutes an "engagement" or "view")



Develop Formulas

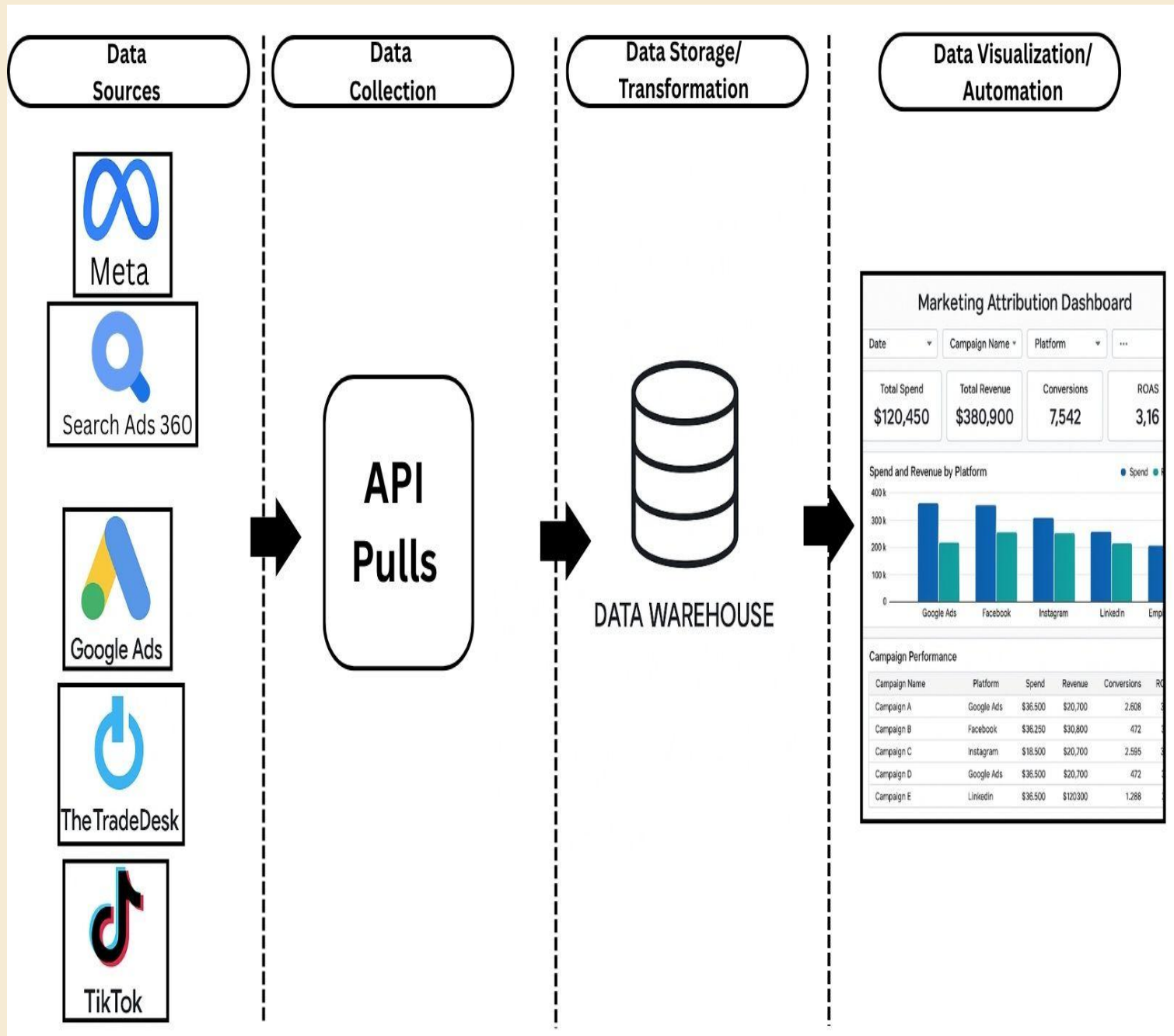
Build calculation models to translate platform-specific metrics into comparable standard metrics



Implement Dashboarding

Create visualization tools that present normalized metrics in a unified way

Conversion Tracking: Building a Single Source of Truth



Current State Challenges:

- Duplicate conversion counting across platforms
- Different attribution windows (1-day, 7-day, 28-day)
- View-through vs. click-through discrepancies
- Inconsistent event naming conventions

Ideal State Solution:

Implement server-side tracking with persistent user IDs that connect activities across platforms to CRM records for true cross-channel attribution.

Solution Roadmap: Implementing Cross-Channel ROI Analytics

Phase 1: Data Centralization

Build API connections to all platforms and establish a central data warehouse with standardized schemas.

Phase 2: Metric Standardization

Develop common definitions and calculations for spend, performance, and conversion metrics across all platforms.

Phase 3: Attribution Modeling

Implement multi-touch attribution to accurately credit touchpoints across the customer journey.

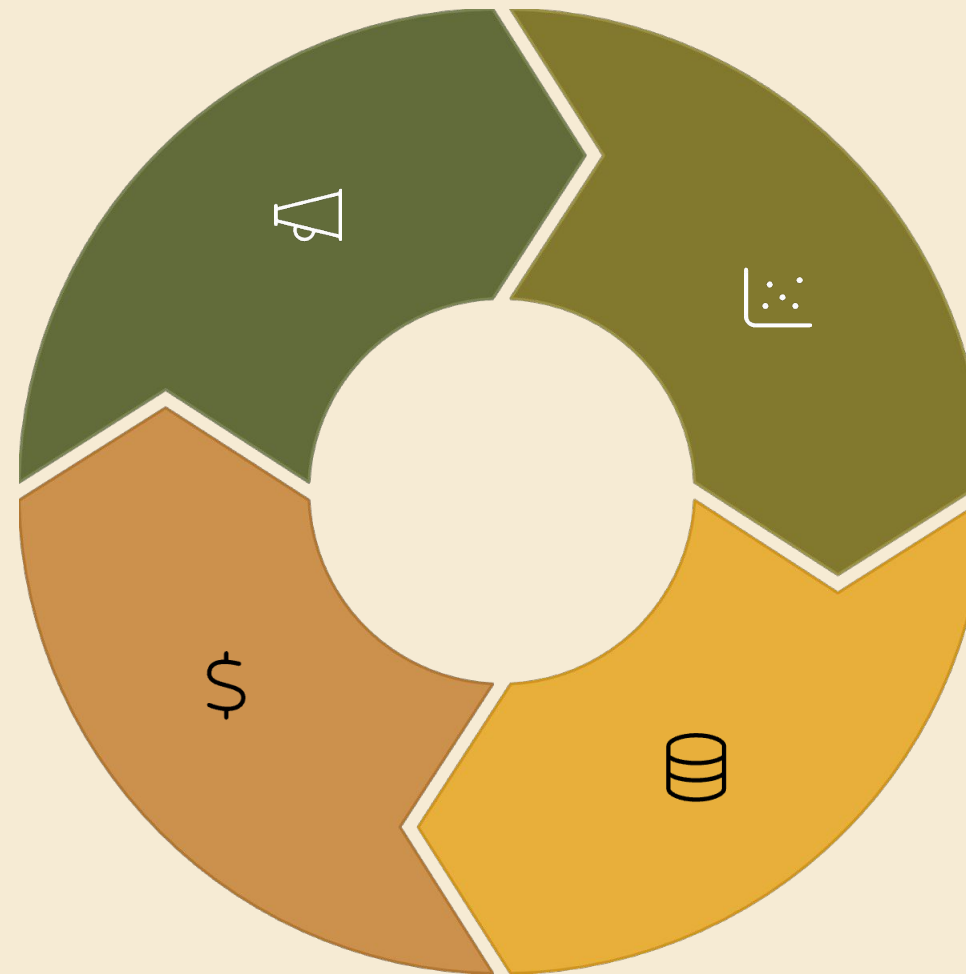
Phase 4: ROI Visualization

Create executive dashboards and automated reporting that clearly demonstrate marketing impact on business outcomes.

Down-Funnel Impact: Connecting Marketing to Business Outcomes

Marketing Touchpoints
Across multiple platforms (Meta, Google, Reddit, etc.)

Revenue Impact
Customer lifetime value & ROI calculation



Performance Metrics
Standardized KPIs & conversion tracking

CRM Integration
Customer journey & attribution mapping

When properly connected, this cyclical process allows for continuous optimization based on actual business outcomes rather than platform-specific vanity metrics.