



# Marketing Data Analyst Case Study

## Prepared for femtasy – Interview with Silvana, Head of Performance Marketing

This presentation outlines a comprehensive analysis of femtasy's current performance marketing strategies, with specific recommendations for tracking improvements, data governance, and market optimization.



## Part 1: Meta Tracking Deep Dive

A thorough analysis of femtasy's current Meta event tracking implementation reveals several opportunities for enhancement. By optimizing how events are captured and processed, we can significantly improve attribution accuracy and marketing ROI.

### Current Status

Assessment of existing Meta Pixel implementation and conversion tracking setup

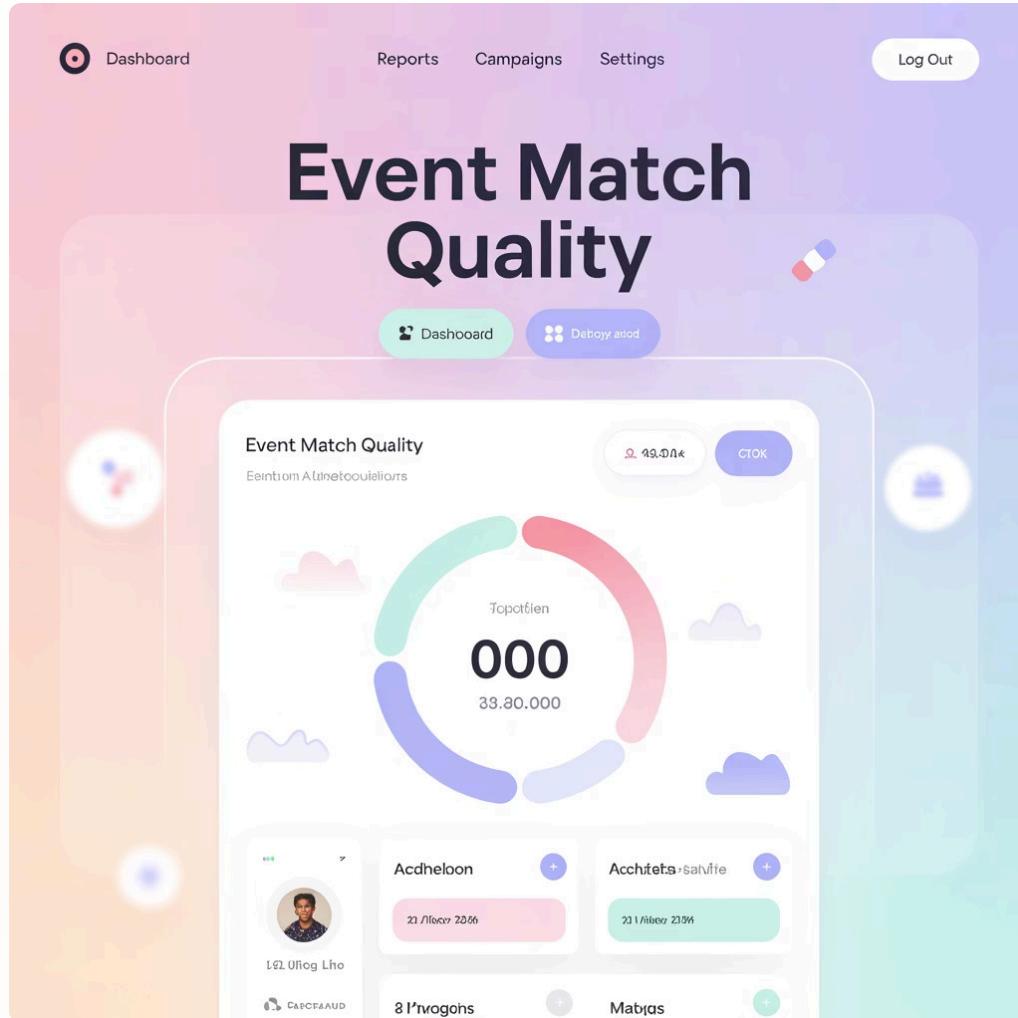
### Opportunities

Identification of gaps in tracking methodology and signal strength

### Proposed Solutions

Technical recommendations to enhance data quality and attribution

# Event Match Quality (EMQ): Perspective



- EMQ is helpful but not sufficient on its own for comprehensive tracking
- Clean event tagging and enriched user data should be the primary focus
- Conversion API (CAPI) setup can significantly improve attribution and ROAS
- Hybrid tracking using server-side GTM is recommended for optimal results

# Real Life Example

## Previous Implementation Results

At my previous company, we observed significant improvements after enhancing our Meta tracking infrastructure:

**15-20%**

**ROAS Increase**

After implementing CAPI via server-side GTM

**85%**

**Match Rate**

Improved from previous 62% baseline

**40%**

**Attribution Window**

Extended effective attribution period



Key success factor: Hashing email, phone, and browser ID before sending events improved EMQ significantly and preserved user privacy.



# Audit Observations

## Low EMQ Score

The 'Start Trial' event in Meta shows concerning match quality metrics, indicating potential data loss and attribution issues.

## Deduplication Issues

Analysis indicates potential problems with event deduplication or incomplete user data being passed to Meta's systems.

## Backend-to-Meta Gap

Backend-to-Meta event tracking appears to be either missing entirely or minimally implemented, creating blind spots in the customer journey.

# Recommendations for Tracking Improvements

1

## Audit Meta Pixel

Conduct a comprehensive audit of Meta Pixel implementation and ensure proper deduplication using event\_id parameters across all conversion events.

2

## Enrich CAPI Data

Enhance Conversion API implementation with properly hashed user identifiers including email, phone, IP address, and browser\_id.

3

## Prioritize Key Events

Strategically prioritize critical conversion events within Meta's Aggregated Event Measurement framework to maximize signal value.

4

## Implement sGTM

Migrate to server-side Google Tag Manager for more robust tracking that's resilient to browser limitations and privacy controls.

5

## Establish Testing Protocol

Implement systematic event testing and debugging workflows using Meta Test Tools to ensure data integrity.

# Testing & Collaboration

## Technical Validation

- Utilize Meta Event Manager diagnostics to identify specific tracking issues
- Implement Test Events Tool to verify proper event transmission
- Establish before/after measurement to quantify ROAS and attribution improvements

## Cross-Team Coordination

- Partner with engineering teams for proper server setup and data hashing
- Take ownership of GTM configurations and quality assurance testing



Successful implementation requires close alignment between marketing and technical teams, with clear ownership of specific tasks.

# Connect your marketing amplify your results

The dashboard displays four main user journeys:

- Mtimpasale Ro Depring:** Shows interactions with LinkedIn and Facebook, including a call to action button.
- Lontcocht:** Shows interactions with LinkedIn, Facebook, and TikTok.
- Ungitalliy Vorxdis Cundoee:** Shows interactions with LinkedIn and Facebook.
- Venelhy knpolatbe:** Shows interactions with LinkedIn and Facebook, overlaid on a bar chart.

# Cross-Platform Attribution Strategy



## Standardize UTMs

Implement consistent UTM parameter structure across all marketing platforms to ensure uniform source tracking.

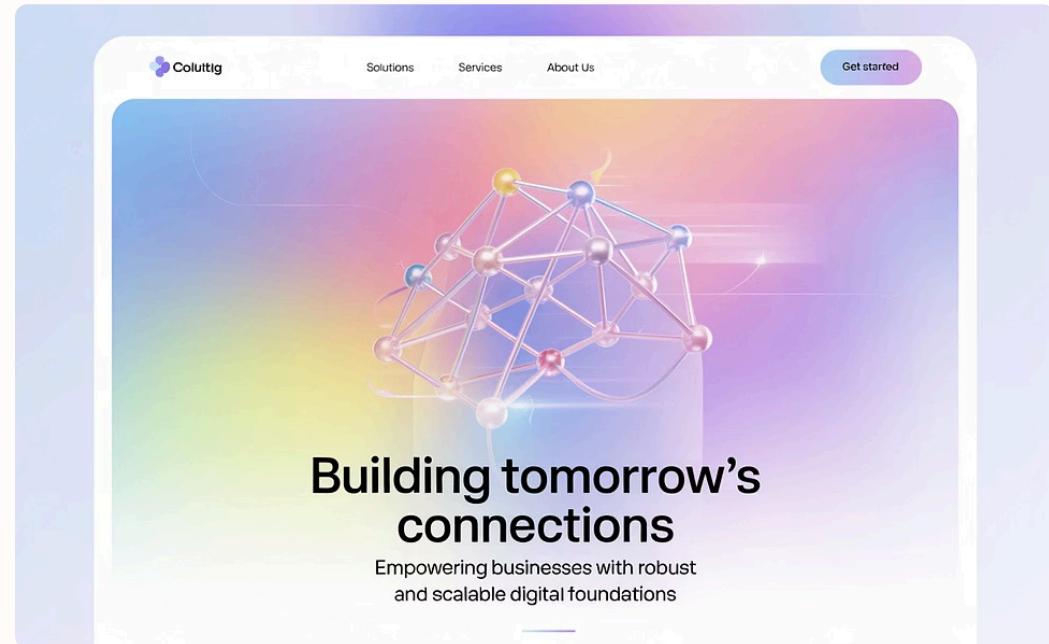
## Unified Schema

Develop and deploy a standardized event schema that works consistently across GA4, Meta, TikTok, and other platforms.

## Data Integration

Utilize Segment or build internal attribution blending capabilities via consistent user\_id tracking across touchpoints.

# Implementation Roadmap: Impact vs Effort



## Quick Wins

- Fix event deduplication issues
- Enrich CAPI with additional user identifiers
- Standardize UTM parameters across platforms
- Implement Meta test events protocol

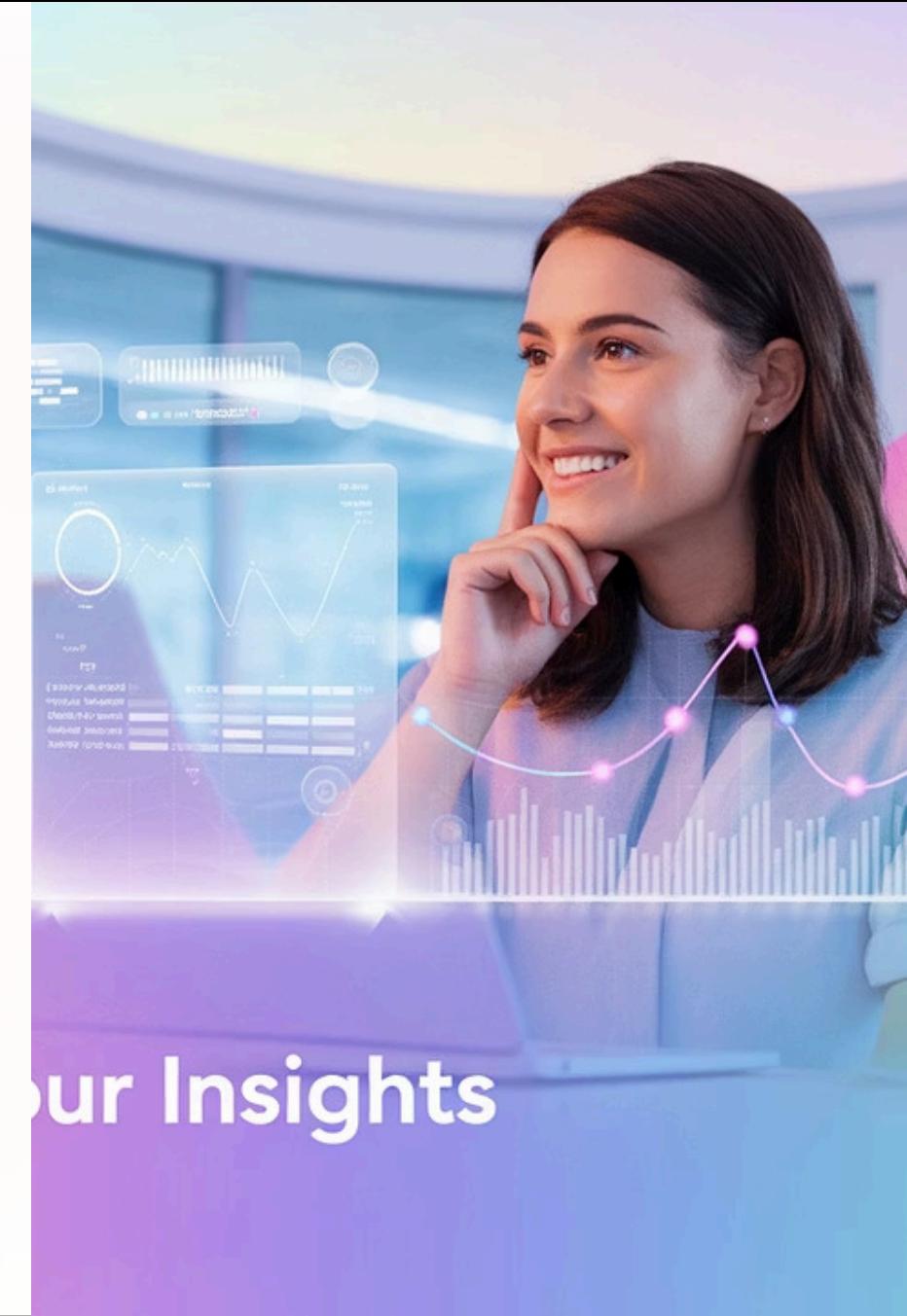
## Long-Term Initiatives

- Server-side GTM implementation
- Custom attribution blending solution
- Integrated cross-platform reporting
- Advanced audience segmentation framework

## Part 2: Red Flags & Common Pitfalls

Identifying potential issues before they impact performance is crucial for marketing success. Let's examine the most common mistakes in marketing data setups and how to proactively address them.

- ⚠ Even sophisticated marketing organizations frequently encounter these data challenges. Recognizing and addressing them early can prevent significant wasted ad spend and misleading performance analysis.



# Top Mistakes in Marketing Data Setup

## Poor Data Governance

Inconsistent naming conventions and event taxonomies creating confusion and analysis challenges

## Platform Dependence

Overreliance on platform-specific ROAS metrics leading to biased decision-making and incomplete attribution

## Incomplete Funnel Tracking

Missing or inaccurately implemented key funnel events causing blind spots in customer journey analysis

## Fragmented Reporting

Siloed reporting workflows and lack of a central dashboard creating inefficiencies and contradicting insights

## Limited Segmentation

Absence of segment-level insights (e.g., age, gender, region) preventing targeted optimization

# Solutions to Data Pitfalls



## Data Governance

Establish consistent naming conventions and implement regular QA processes for event tracking integrity



## Neutral Attribution

Leverage GA4 and platform-agnostic attribution models to get a more balanced view of marketing performance



## Debug & Track

Systematically debug GTM implementation and ensure accurate tracking across the full customer funnel



## Centralized Reporting

Implement BI tools like Looker and BigQuery for unified, cross-platform marketing intelligence



## Custom Dimensions

Add custom dimensions for granular user segmentation to enable targeted optimization efforts



## Regular Audits

Schedule quarterly tracking audits to maintain data quality and adapt to platform changes

# Part 3: Data Interpretation & Communication

Transforming raw marketing data into actionable insights requires both analytical rigor and effective communication. Let's examine how to analyze femtasy's campaign performance and develop strategic recommendations.

## Performance Analysis

Evaluate key metrics across markets to identify patterns and outliers

## Hypothesis Development

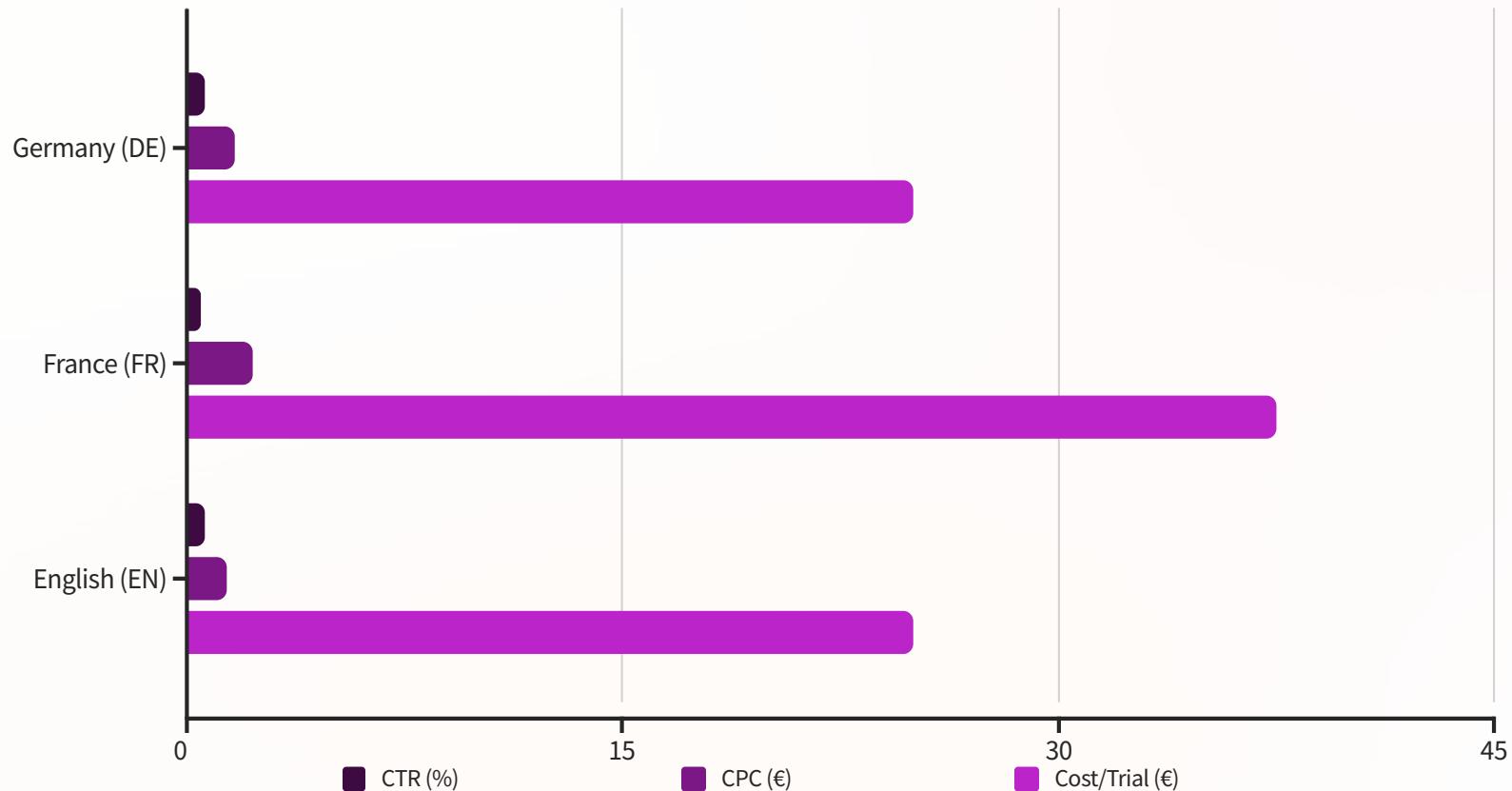
Form data-driven hypotheses about observed performance variations

## Actionable Recommendations

Create specific, prioritized recommendations aligned with business goals

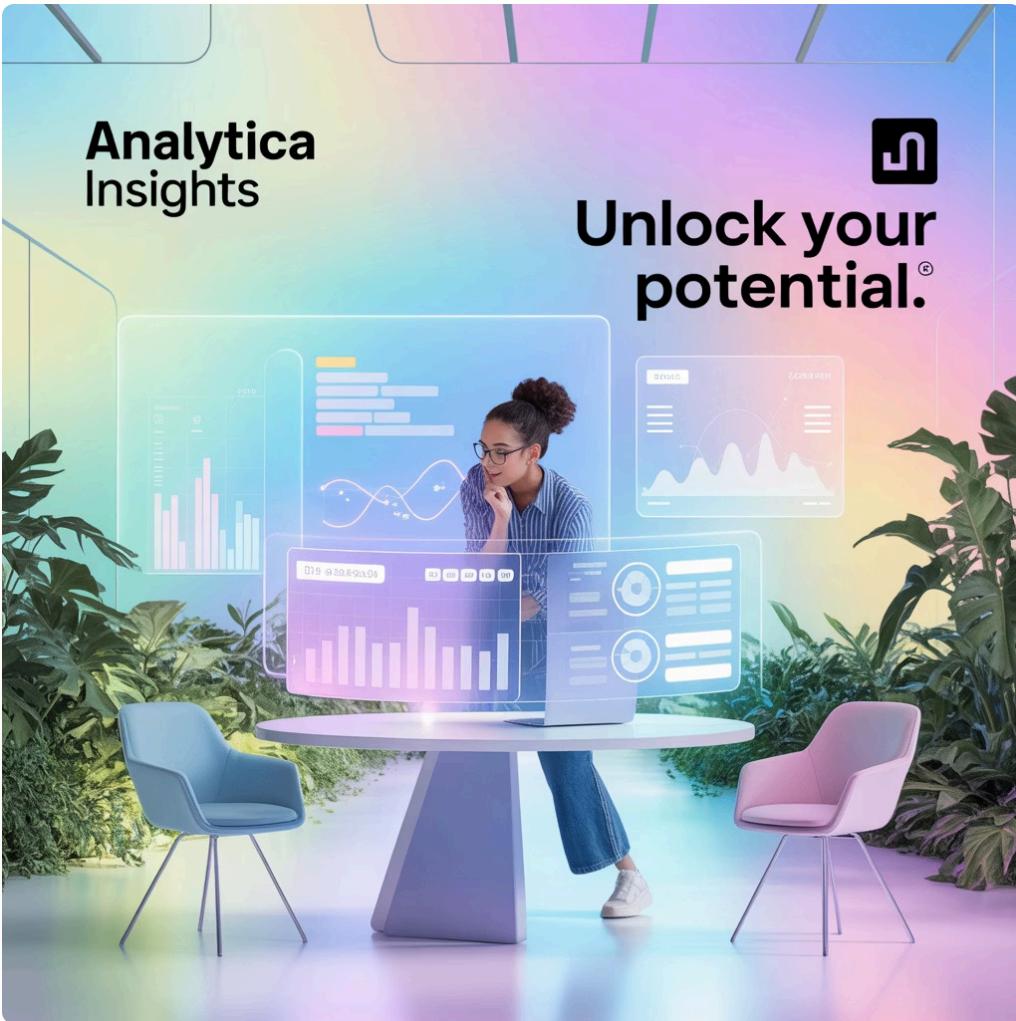


# Performance by Market



The data reveals significant performance disparities across markets, with the French market showing concerning metrics across all KPIs. The English market demonstrates the strongest overall performance with the highest CTR and lowest CPC.

# Insights and Hypotheses



## French Market Challenges

FR has the lowest CTR (0.5%) and highest Cost/Trial (€37.50) – suggesting a potential creative or audience targeting mismatch.

## English Market Success

EN is performing exceptionally well with highest CTR (0.65%) and lowest CPC (€1.35) – indicating well-optimized creative and targeting strategies.

## Tracking Considerations

Potential tracking or conversion lag issues may be affecting FR data, requiring technical validation before making strategic changes.

# Recommendations for Market Optimization



## Creative Refresh for FR

Develop and test new creative concepts and copy specifically tailored to the French market, with emphasis on cultural nuance and local appeal.



## Audience Targeting Audit

Conduct thorough analysis of audience targeting parameters and frequency caps across all markets, optimizing for engagement quality.



## Funnel Analysis

Implement detailed drop-off analysis for the French market to identify specific friction points between click and trial conversion.



## Localization Assessment

Evaluate landing page experience and content localization quality for the French market to ensure cultural relevance and resonance.

# Communicating to Stakeholders

## Effective Data Storytelling

- Use compelling visuals and funnel comparisons to present KPIs in an accessible format
- Connect performance metrics directly to user experience improvements
- Frame all recommendations within the context of femtasy's mission to empower female audiences
- Provide clear, actionable next steps with defined ownership and timelines



"The most effective data presentations connect numbers to narrative, helping stakeholders see both the forest and the trees."

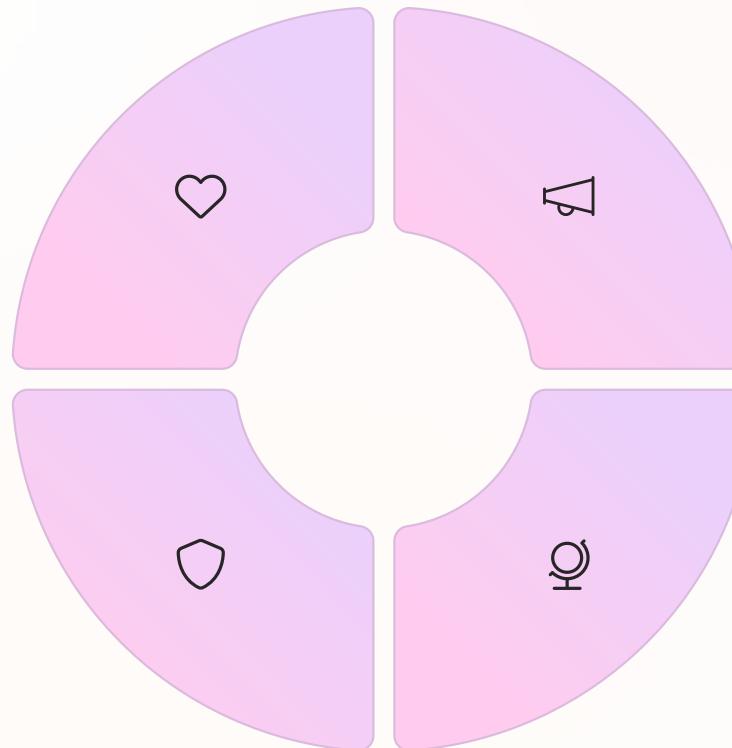
# Alignment with femtasy's Mission

## Personalized Experiences

Enhanced data strategies designed to create more personalized and relevant experiences for femtasy's audience

## Privacy-Centric

Ethical data collection and usage that respects user privacy while improving the overall experience



## Targeted Messaging

Better targeting and creative optimization ensuring empowering content reaches the right audience at the right time

## Global Access

Data-driven market expansion promoting wider global access to pleasure-oriented audio storytelling



# Tools & Technologies

## Analytics & Marketing Platforms

### Measurement

- Google Analytics 4
- Meta Ads Manager
- TikTok Ads

**“Unlock Your Marketing Potential”**



BrandFlow

## Data Analysis & Visualization

### Data Processing

- SQL
- BigQuery
- Excel/Sheets

### Implementation

- Google Tag Manager
- Server-side GTM
- Segment

### Visualization

- Looker
- Data Studio
- Custom dashboards

# Summary & Final Thoughts

1

## Prioritize Signal Resilience

Focus immediately on improving event tracking infrastructure and signal resilience through CAPI implementation and server-side GTM deployment.

2

## Diagnose Market Performance

Use structured analysis frameworks to diagnose performance gaps in the French market and apply learnings from successful English campaigns.

3

## Empower Decision-Making

Implement unified reporting systems that empower all stakeholders to make data-driven decisions aligned with femtasy's growth objectives.

4

## Align with Brand Values

Ensure all data and optimization strategies ultimately serve to strengthen femtasy's mission of providing empowering content to diverse audiences worldwide.

