The Marketing Data Lake

Data Analyst case

Setting the scene

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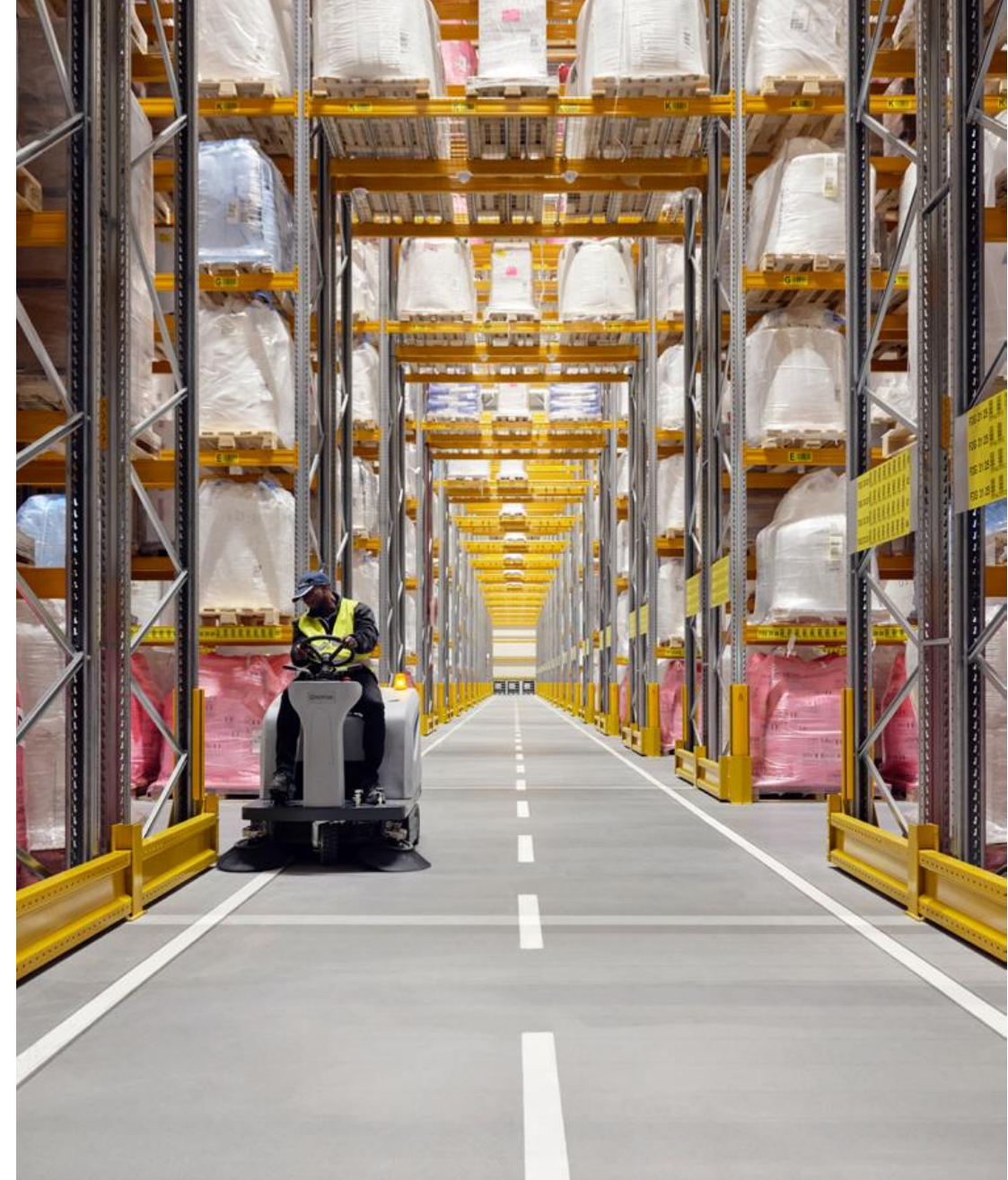✓ Spend no more than max. 2 hours on case preparation

✓ Your presentation should be no more than 10-20 min., so that there is time for discussion

✓ If you have questions, please contact_____

✓ Please keep in mind that we only have 45 min. for case-feedback

Background and purpose

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The Marketing Data Lake

Marketing planning, execution, follow up, and evaluation is done in several different tools and systems, and the compnay is unable to holistically follow up on marketing performance and plan accordingly. The company's Global Digital Marketing has decided that a first step towards a Single Source of Truth

for digital marketing insights should be to create a data lake in Google Cloud Platform.

This project is the first step towards aligning Marketing KPIs, presenting actionable insights, and fundamentally understanding performance across markets and across stakeholder groups.
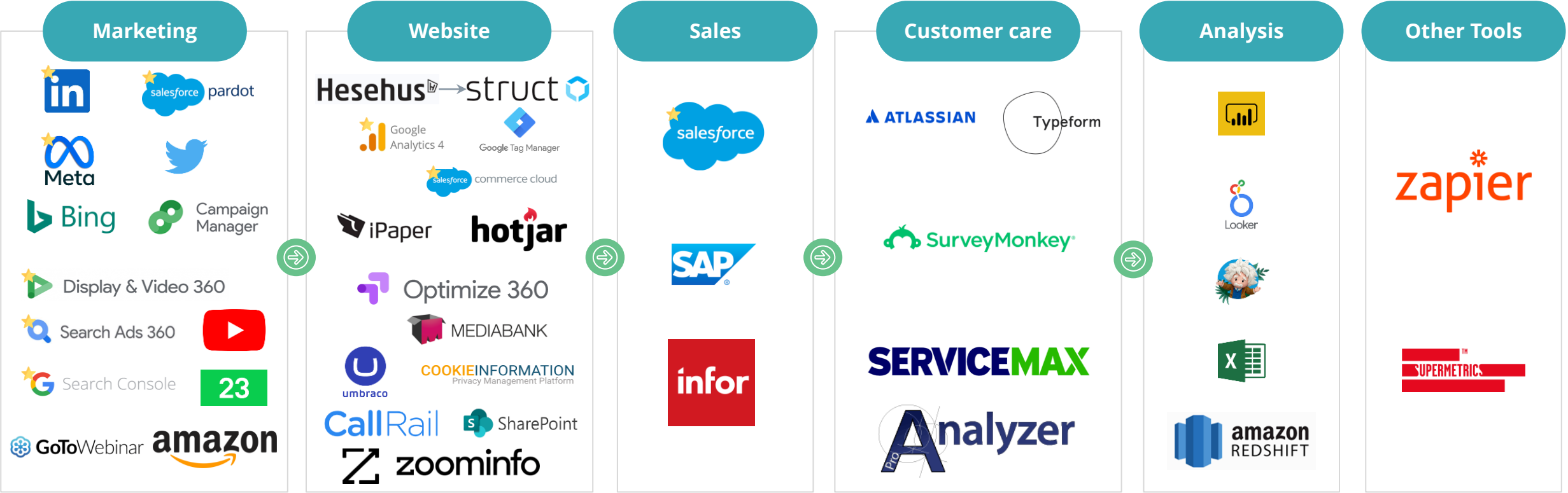
The project focuses on:
- ✓ Establishing Data Infrastructure: Starting with the automatic export of marketing data sources into a central warehouse, and connecting those data sources to one another - which can be iterated upon for future needs
- ✓ Marketing Performance Insights: Working towards a Single Source of Truth vision where different stakeholders seek out same data sources for marketing insights, knowing that the data is valid and can be trusted for decision making at different stakeholder levels

Key Dependencies to reach objective:
- ✓ Documented Marketing Processes, and Campaign Conventions: If the company wishes to be able to connect insights on a campaign level (between different platforms, or for attribution) processes and naming conventions need to be in place so that data from those campaigns can be connected to one another
- ✓ Established KPI framework/Hierarchy: It's imperative that the company understand which metrics are KPIs and should be reported on to different stakeholder groups, to maintain alignment and enable action across campaign types, regions, and local needs

Supporting slides

Cleaning Equipment Manufacturer to connect platforms with key digital touchpoints to enable cust. insights

Marketing
- LinkedIn ★
- salesforce pardot ★
- Meta ★
- Twitter
- Bing
- Campaign Manager
- Display & Video 360 ★
- Search Ads 360 ★
- YouTube
- Search Console ★
- 23
- GoToWebinar
- amazon

Website
- Hesehus → struct
- Google Analytics 4 ★
- Google Tag Manager
- salesforce commerce cloud ★
- iPaper
- hotjar
- Optimize 360
- MEDIABANK
- umbraco
- COOKIE INFORMATION Privacy Management Platform
- CallRail
- SharePoint
- zoominfo

Sales
- salesforce ★
- SAP
- infor

Customer care
- ATLASSIAN
- Typeform
- SurveyMonkey
- SERVICEMAX
- Pro Analyzer

Analysis
- Power BI
- Looker
- Excel
- amazon REDSHIFT

Other Tools
- zapier
- SUPERMETRICS

★ *Stars indicate platforms key to Data Lake and eventual CDP for B2B Customer Data*

Basic data lake structure

Nilfisk Marketing Data Lake

KPI overview

Awareness	Consideration	Conversion

ROI
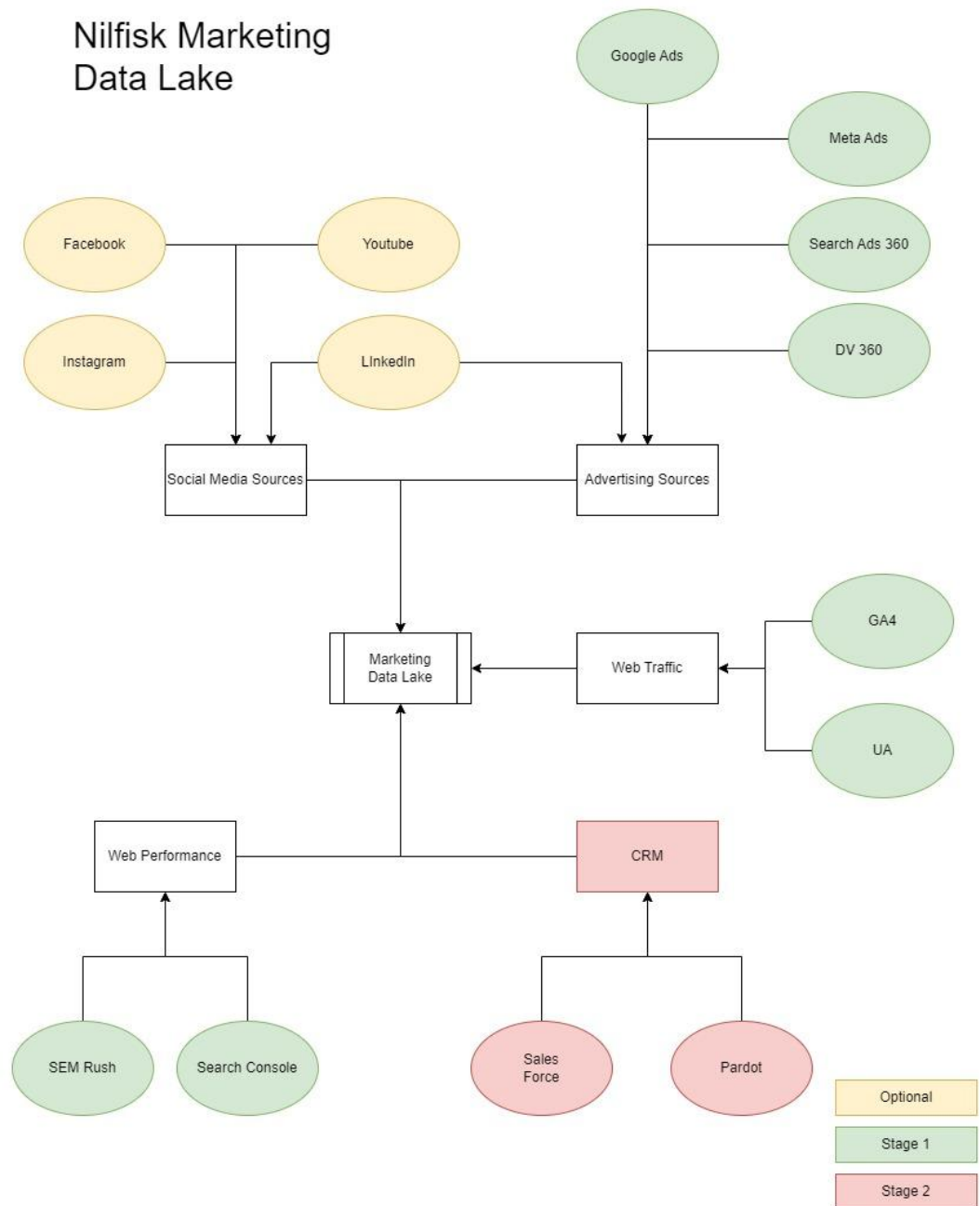
Reach	New users	Return visits	AEs and SSEs

Video Views (30 sec) **Video View rate** **Cost per video view**	**Clicks** **CPC**	**Leads** **Cost per Lead** **Revenue**

Search Impression share Video view rate CPM	Click to dealer/rep Engagements File downloads Quality traffic CTR	Conversion rate

The case questions

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Considerations and pitfalls

Which considerations and potential pitfalls must the project team on the Marketing Data Lake project be aware of?

Please consider both IT challenges, Marketing challenges and ensure to include your previous experience in answering the question, if applicable.

Data visualization

A big missing piece of the puzzle for thecompany to start working data driven in Global Marketing, is to visualize the Campaign data in live PowerBI dashboard(s).

You are to provide the leadership team with recommendations on visual design and relevant Marketing KPIs to report on an Executive Summary dashboard.

Your answers

Considerations and pitfalls

Please use this slide to answer question 1

Data visualization

Please use this slide to answer question 2