Oxford Centre for Technology and Development

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OCTD Directive:

Every advance in marketing capacity correponds to a technological capability and supporting infrastructure. OCTD proposes a technological marketing index that evaluates an organization's capability to execute targeted, tracked, ethical, and auditable data-driven marketing practices.

Dimentions of Analysis

1. **Data Capture & Processing**
2. **Revenue Attribution**
3. **Automated Response**
4. **Data Ethics, Auditability and Compliance**
5. **Stack Management Observability, and DevOps**

1. Data Capture & Processing

Sub-Categories:
a. Channel Coverage
b. Journey Visibility
c. Centralized Data Store
d. Stakeholder Weighting and Prioritization

The core of any digital marketing effort can be summarized by its channels and their reach. Aquiring, capturing, and processing data is the begining of any digital marketing workflow. The ETL (Extract-Transfrom-Load) process has been the target of innumerable digital marketing technologies, though is suited almost entirely to legacy relational database systems. Evaluating whether clients are able to aggregate data from diverse channels and normalize that data into regular formats is the first step to accomplishing any of the other themes listed here.

Web Analytics (Hubspot/GA) | CRM Instance (Salesforce) | Data Warehouse (MongoDB)

2. Revenue Attribution

The goal of capturing customer data of any kind should be to use it in service of active revenue attribution. Algorithmic revenue attribution can be accomplished through any series of paid tools or home-baked infrastructure, though it requires tremendous volumes of data ontology familiarity and flexible high-write-velocity data storage configurations to make its outputs meaningul and resilient. Checking the competencies around these listed sub-categories would provide visibility into the maturity of spend attribution.

Financial SaaS (Aviso) | Attribution (Bizible) |OLAP (druid.io)

Sub-Categories:
a. Financial systems integration
b. Spend planning attribution
c. Foundational research on ROI
d. Tools like Bizible for cloud native attribution and spend modeling.

Dimentions of Analysis Continued

3. Automated Response

Sub-Categories:
a. On the fly A/B testing infra.
b. System mutability and accessibility for stakeholders
c. Minimizing third-party or IT engagement for ad-hoc queries.
d. Machine Learning integration.

With data ingested, aggregated, and with insights in reach, automating the uptake of knowledge and empowering strategic decision makers with the ability to make meaningful ajustsments becomes the priority. Does the marketing organization have visualization, processing and response tools that make it possible for stakeholders to alter strategies on the fly without downtime? Can they do so without engaging an IT department or third-party contractor? The organization should also be ready to integrate at least basic Machine Learning algorithms to take advantage of data collected for process and spend optimization.

Marketing Automation (Marketo) | Visualization Platform (Tableau) | Service Management (SNOW)

4. Data Ethics, Auditability and Compliance

GDPR, cusomter privacy and data breaches cause more than reputational harm, they threaten the very viability of businesses and can cost them more than any marketing initiative can make in return. Having **component metrics** that include **mean time to resolution** of customer claims, **RBAC compliance testing, and preemptive loss or cost modeling** should be key indicators for the technological maturity of a marketing effort. This will require the acquisiion and maintenance of master data management tools and techniques.

Unstructured Data Search (Splunk/Elastic) | Compliance and access Software (Talend)

Sub-Categories:
1. Loss modeling scaled for size of database and normalized against data types.
2. Role Based Access Controls (RBAC)
3. Mean Time to Claim Resolution
4. Algorithmic Auditing

5. Stack Management, Observability, & DevOps

Sub-Categories:
a. Unified Data Model
b. Central Data Dictionary
c. Object - Field Hierachies and ownership
d. Talend/Unstructured data repo
e. System mutability & Downstream dependencies
f. Tool redudency

Maintenance of a marketing technology stack can cause tremendous technical debt and undo any good that its development might bring. Marketing stacks should be managed as critical infrastructure. This includes the use of master data management tools. A unified analytics platform that allows for redudency analysis for competing systems and spend, regular review of data access capabilities, downstream dependencies, and most importantly, data dictionaries with systems of record, clear ownership of individual fields. Maintaining a living data ontology should be made seamless, but also protected by strict rules and mutual understanding between stakeholders and collaborators.

Project Management Software (JIRA) | Semantic data configurations (Elasticsearch)