



Shaky Data: Hurting Your Marketing Results?

Your Roadmap to Trusted Data



Blueprint

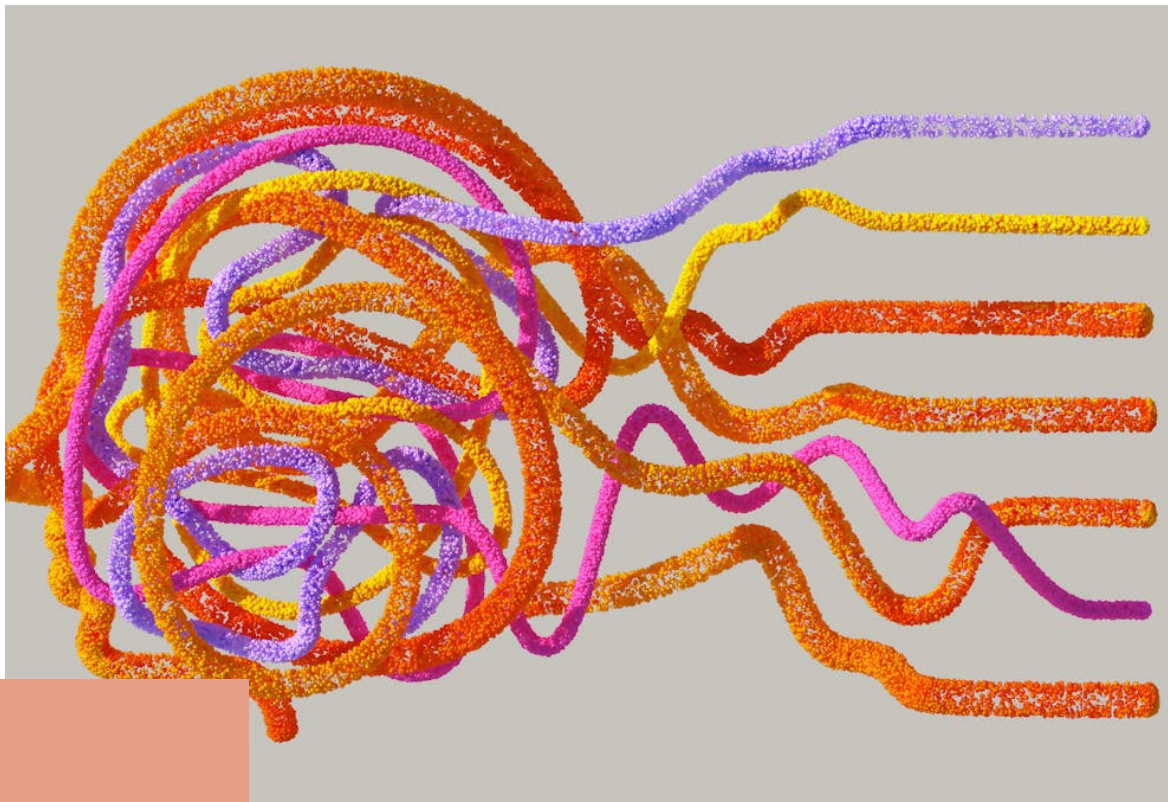
Don't let these common data pitfalls derail your Marketing campaigns

Your colleagues depend on Marketing to fuel the business by driving demand and brand perception.

But there's a catch: **Marketing is only as good as the data that is used** to understand audiences, improve customer experiences, and optimize marketing strategies. If your data foundation is shaky, your Marketing investments are destined to falter.

Even worse, **targeted and personalized marketing without customer data that you can trust is a recipe for failure**. And if different teams are not clear on how to measure Marketing contribution, **how can you prove the ROI of your investments?**

This e-book explores five typical data-trust showstoppers that often derail Marketing initiatives and provides a **4-step Blueprint for restoring Data Trust**.



1. Bad Data, Bad Marketing?



The adage "garbage in, garbage out" rings particularly true in Marketing Analytics. Marketing results are directly linked to understanding prospective and existing customers, and knowing what's worked well vs. not in past campaigns.

Common Data Trust Issues



Underlying Causes Go Beyond Data Quality

Business processes, and marketing data definitions are ambiguous

- Unclear, undefined, or vanity metrics open to misinterpretation
- Multiple, inconsistent data sources and calculations
- Ambiguous ownership and process gaps

Technical and engineering best practices for data quality aren't perfect

- Missing validation checks (incorrect values, late/missing loads, unit tests)
- Duplicate records and data integrity gaps
- Not scalable enough to drive targeting and personalization



Mitigation Strategies

- **Improve Data Governance:** Focusing on creating practical business value, not just frameworks
- **Clarify Business Definitions of Data:** Remove ambiguity, establish trust
- **Reinforce Data Engineering Best Practices:** Close gaps for marketing data collection, quality, performance

“Our reporting tools were cluttered and overwhelmed folks who were maybe looking for 5 - 6 metrics but had to sift through 200 similarly-named versions of a metric.”

**Marketing Analytics Manager at a
Leading Sports Equipment Brand**

Case Study: Social Media Giant Improves Ad Targeting



Targeting ads without causing fatigue

Users were seeing too many ads in their news feeds because ad placements were not coordinated across departments.

Challenge: Data silos causing siloed decisioning on ad targeting

Cannot centralize user decisioning if data is silo'd

Solution: Build a unified data foundation

Enable centralized user decisioning by uniting data

Business Impact

**Improved user growth
& retention**

2. Data Governance for CRM Data Gone Awry?



Bridging the Gap Between Theory and Practice

Data governance is crucial for collecting and using customer data to drive marketing campaigns. But Governance often gets bogged down in theoretical exercises.

Too much documentation and complex frameworks can create a false sense of progress without delivering tangible results.

Practical implementation involves aligning governance with marketing objectives.

Practical Governance Implementation

- **Focus on Business Value:** Align governance with clear marketing priorities.
- **Empower Data Users:** Provide tools, training, and autonomy for responsible data use.
- **Iterative Approach:** Adopt agile methodologies for continuous improvement.
- **ROI Measurement:** Quantify the impact of governance initiatives on business metrics.

3. Unclear Marketing Metrics & Data Definitions?

The Perils of Ambiguity

Inconsistent data definitions can hinder data understanding, and lead to misinterpretations, and slow down marketing optimization.

Common Process & Data Challenges



Lack of Clarity for Attributing Marketing ROI

Varying interpretations of Marketing influences vs. originated demand across departments.



Lack of Marketing Response Data Lineage

Inability to trace data origins and transformations leads to underreporting marketing results.



Inadequate Documentation

Poor documentation creates confusion about customer data and what it means for targeting purposes.

Alignment Strategies



- **Business Glossary:** Create a centralized repository of business terms.
- **Document Data Lineage:** Track data origins and transformations.
- **Improve Documentation:** Document data dictionaries and business rules.



4. Engineering Gaps for Marketing Data Collection and Marketing Automation

Building on Shaky Ground

Engineering best practices are crucial for constructing reliable data pipelines and scalable marketing automation initiatives that support the Marketing team's objectives.

Common pitfalls for data collection include inadequate campaign tracking validation, insufficient testing, and poor pipeline monitoring. These gaps can lead to marketing analytics errors, inconsistent results, and delays for making bold and innovative decisions.

Engineering scalable marketing automation initiatives is often challenging due to siloed customer data sources across channels, disparate marketing technology tools used, and the volume and velocity of customer behavioral data, especially on digital channels.

Reinforcing Engineering Best Practices

- **Practical Design & Data Validation:** Design for scalability. but start with a smaller scope and grow as needed. Implement validation for data quality at each stage.
- **Thorough Testing:** Test pipelines with various data sets.
- **Continuous Monitoring:** Monitor pipelines for errors and performance issues.



Our legacy platforms were too slow and inflexible to deploy data science models, e.g. for real-time personalization or for forecasting holiday demand patterns.

**Marketing Analytics Director,
Leading Fashion Retailer**

Leading Fashion Retailer Improves Product Recommendations with Better Data



Data-driven Product Recommendations

Recommendations, when done well, help increase average order values. But if our AI doesn't know what's out-of-stock or low in stock, recommendations will be a buzz-kill for shoppers.

Challenge: Improve Reco's with Better Data

How can we connect our disparate data sources into the recommendation engine, e.g. current inventory information?

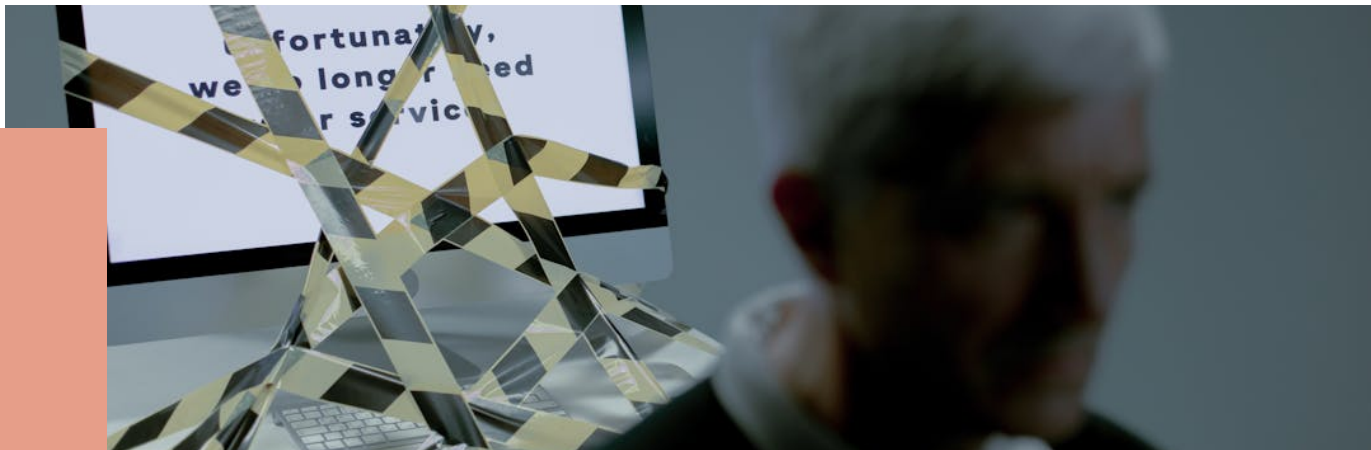
Solution: Improve Data Pipelines & Foundation

Before our Data Scientists could go to work, we first had to improve the data foundation and pipelines.

Business Impact

**Double-digit millions
in additional sales**

5. Resigning to the Status Quo, Marketing Decisions Made on Gut Feeling?



Building data trust is an ongoing process requiring continuous effort and adaptation. Yet, the worst thing you can do is to give up before you even start. Marketing Analytics is too important to neglect.

Signs of Giving Up on Marketing Data Trust

Common Symptoms



- **Lack of Confidence:** Stakeholders distrust Marketing ROI metrics and make decisions based on gut feeling.
- **Competing Priorities:** The tyranny of the urgent makes it hard to prioritize staff time for fixing data issues.
- **Lack of Progress:** Despite best intentions, there is not enough action to resolve the concerns that you've identified.

Consequences of a Lack of Action on Restoring Trust



- **Failed Campaigns:** Lack of confidence leads to poor ROI.
- **Slower Decisions:** Distrust delays decision-making.
- **Missed Marketing Opportunities:** Organizations fail to innovate.



Conclusion: Align People, Process, and Partners to Restore Marketing Data Trust

Building a strong data foundation requires more than just throwing tools at the problem. It demands a concerted effort including people and processes. Even the most innovative companies with cutting-edge technology can falter if they focus on tools alone.

The Power of Partnering with a Data & Analytics Consultancy

In today's lean organizations, staff bandwidth is often stretched thin. This is where an experienced data and analytics consultancy can be invaluable. A consultancy can provide:

- **Specialized Expertise:** Consultants bring deep knowledge and experience from working with leading Marketing teams across various industries and data environments.
- **Objective Perspective:** An external perspective can help identify blind spots and challenge existing assumptions.
- **Accelerated Progress:** Consultants can help marketers overcome bottlenecks, implement best practices, and accelerate their data initiatives.
- **Reduced Risk:** By leveraging a consultancy's expertise, companies can avoid costly mistakes and ensure their data projects are built on a solid foundation.

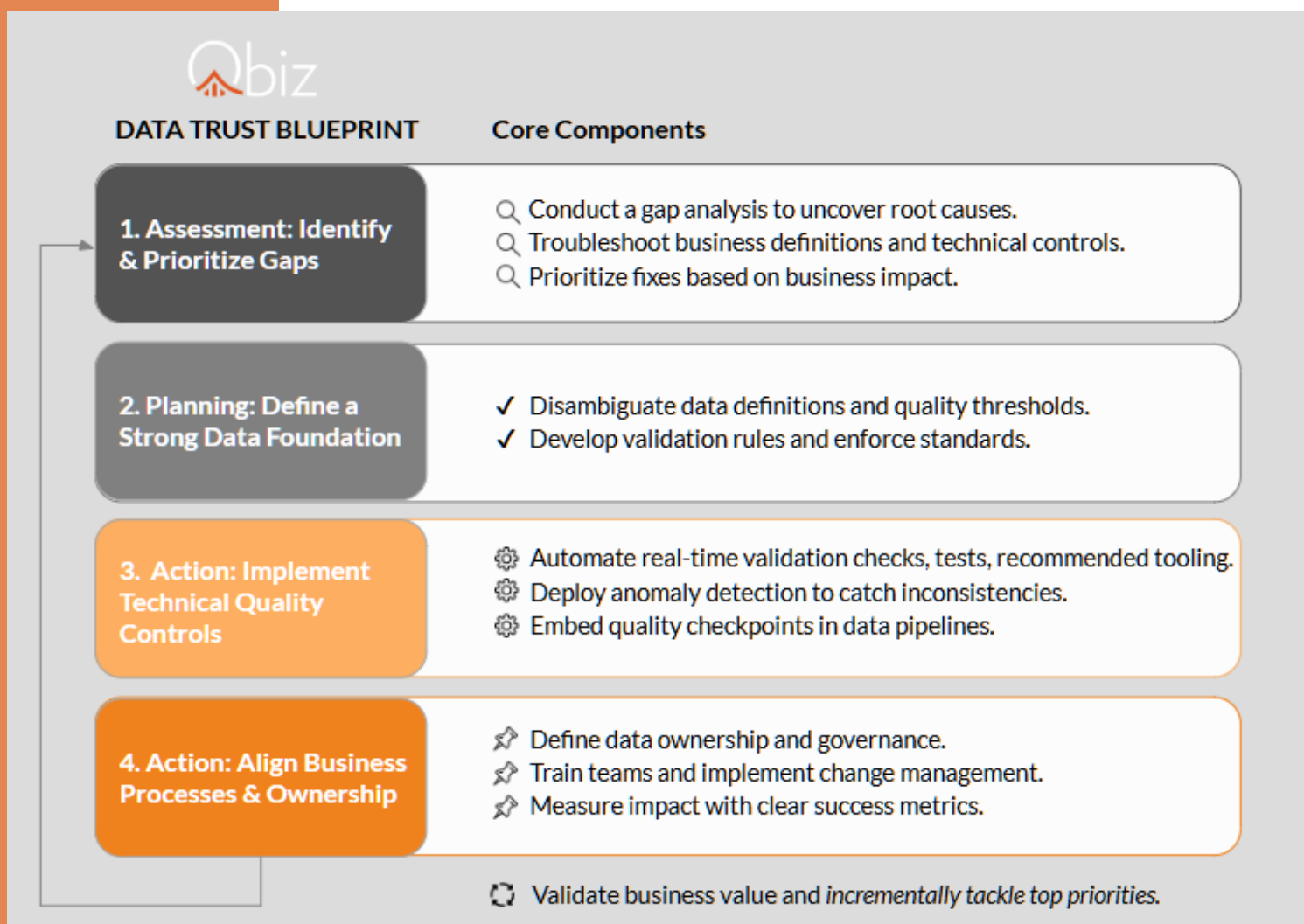
Qbiz's Data Trust Blueprint Helps Marketers Succeed Faster

Using Qbiz's proven Data Trust Blueprint, we quickly identify and address the highest-priority issues eroding trust in your marketing data, customizing our approach to meet your unique needs.

This proven blueprint customizes the approach to each company's unique needs.

By engaging Qbiz experts, marketers can restore confidence in their data faster.

With a strong foundation of data trust, companies can increase marketing ROI and achieve data-driven growth.





**Leverage Qbiz's Data Trust Blueprint
to swiftly restore confidence in your
Marketing data.**



Contact Qbiz today to learn how our Data Trust Blueprint has helped other Marketing teams bring their vision to life, and how we can help you do the same.

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