

How To Build An Enterprise Level Campaign Taxonomy



Accutics

StationIO



Introductions

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Agenda

- + How to plan your campaign taxonomy and define your KPIs
- + What to include in your taxonomy, with real-life use cases
- + How to scale and optimize your taxonomy



A **taxonomy** in a marketing context
can be described as a way to group
and organize data



Why do we need a marketing taxonomy?



Marketing data foundation



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How to Plan Effectively

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What keeps Heads Of Marketing awake?



“I think I have gaps in my campaign data”!



“I have a number of (potentially conflicting) business priorities I need to work towards”



“I’m being given less money to work with to deliver more”



Understand Your Business



To fix your data

you need first revisit

your business priorities

and why you're collecting

this data in the first place



Bring people together

Buy in is key

Who should be part of this team?

Explain what the project is, and what it is not

Relevancy is important for adoption



Gather information



- For each channel
 - What is the purpose of campaign tracking in this channel?
- What techniques are you using to track and measure performance?
- What platforms are you reporting in?
- Do you already have a structured campaign, ad set, ad naming taxonomy in your ad platforms?
 - Could this play a part in your setup?



Common objections

“We use excel”

“Our agencies handle tracking”

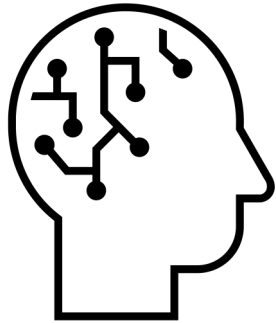
“We use doubleclick/google ads conversion tracking”

“We already get enough from UTMs”

“We have a simple single channel customer journey”



Translate into use cases



“As a marketing manager, I want to understand the performance of creative messaging across channels so that I can optimise delivery”



Key Takeaways

Understand & document Your Business Priorities

Bring the right people from the business together to get buy in and research

Translate business priorities into a set of 'use cases' for the data across channels

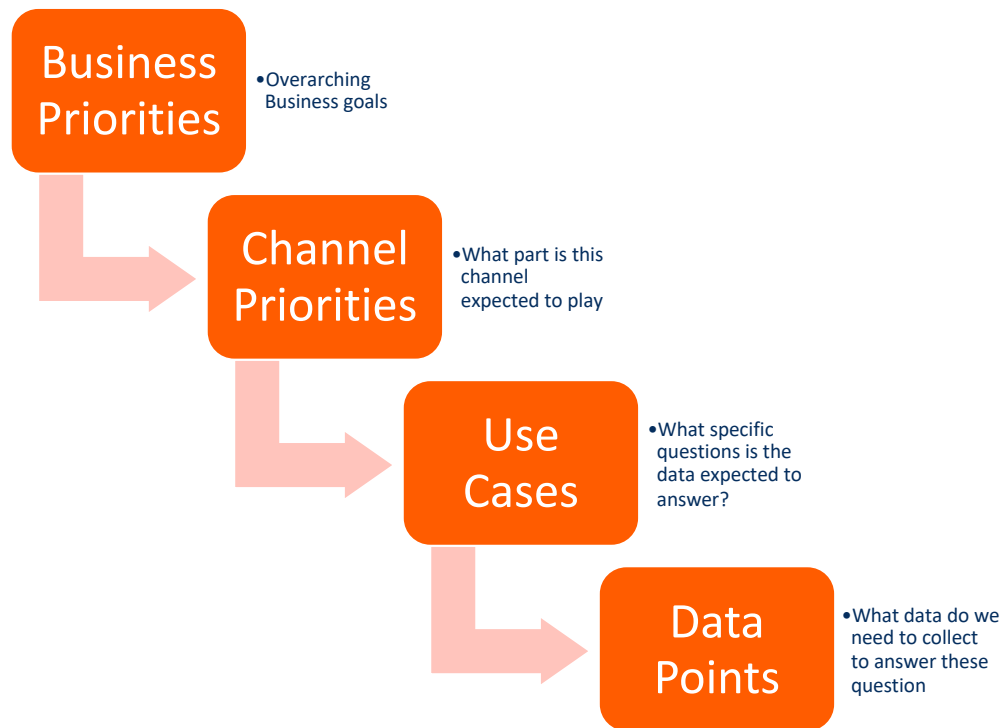


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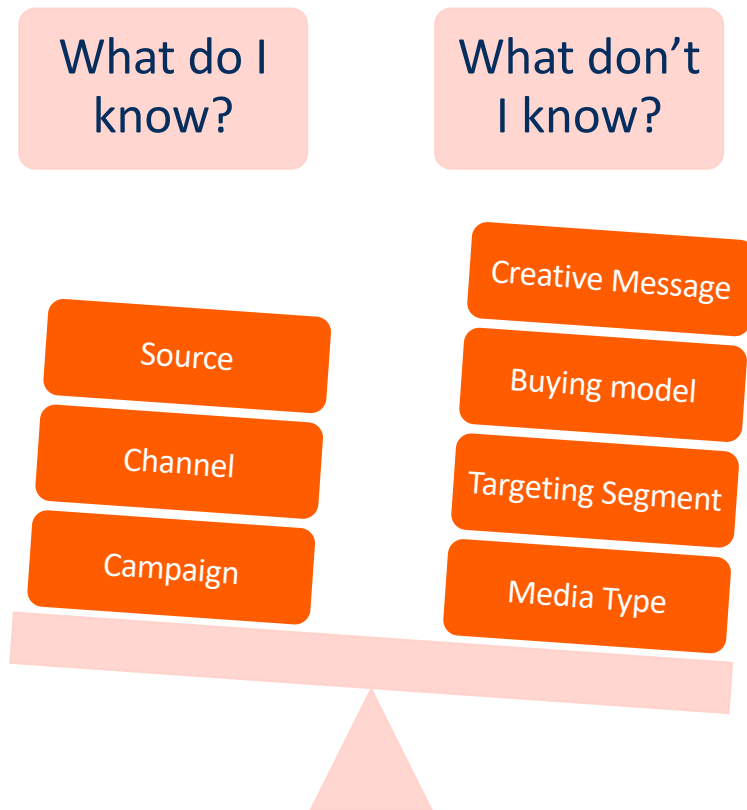
What to Include

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Translate Use Cases to Data Collection



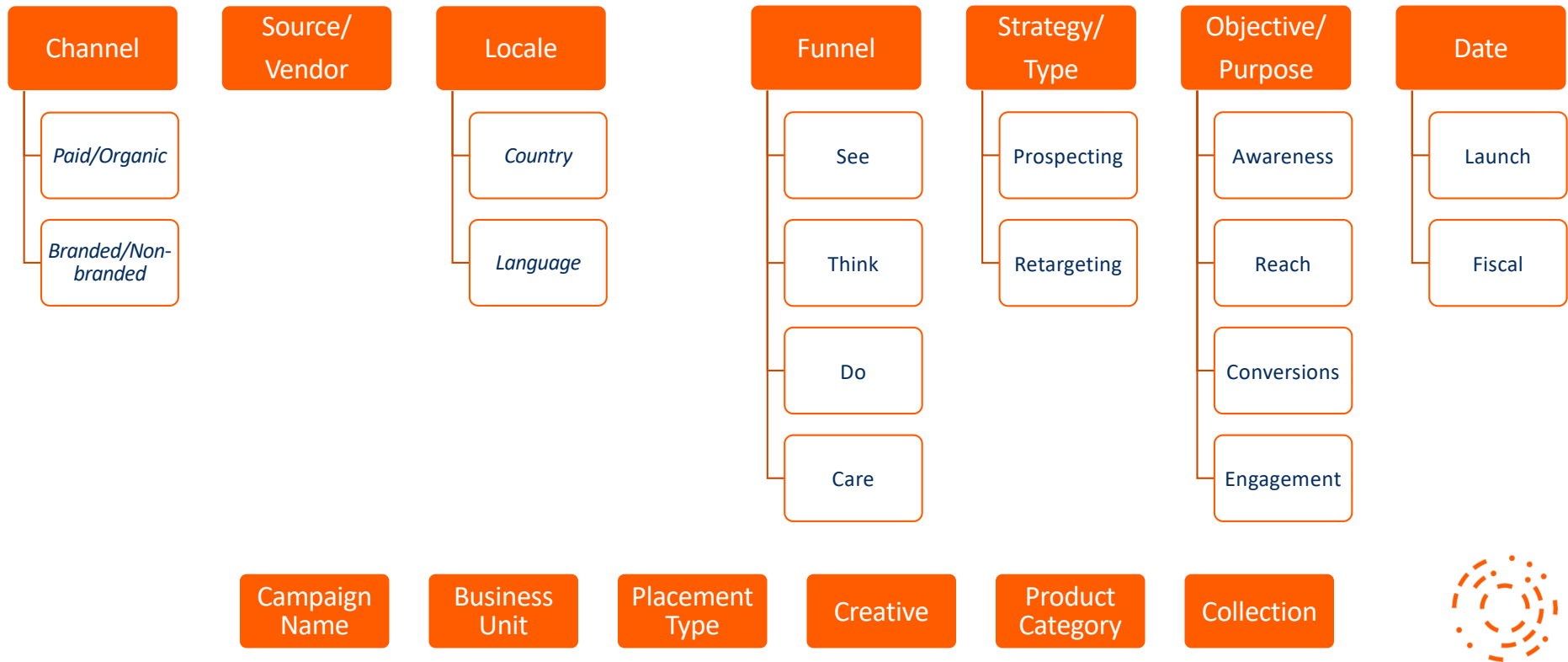
What do I know?



Once you have all possible options these can be taken and included in the rollout plan with a prioritisation



Practical Examples



Key Takeaways

Understand what you know, and what you don't know

Agree on a structured approach to rolling out an improved taxonomy



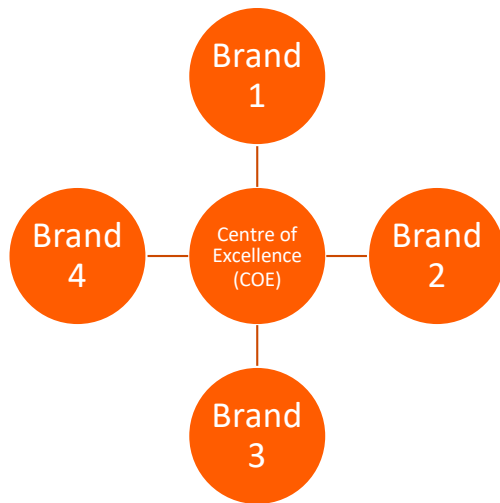
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How To Scale & Optimise

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How to embed this in your organisation

What is essential everywhere?

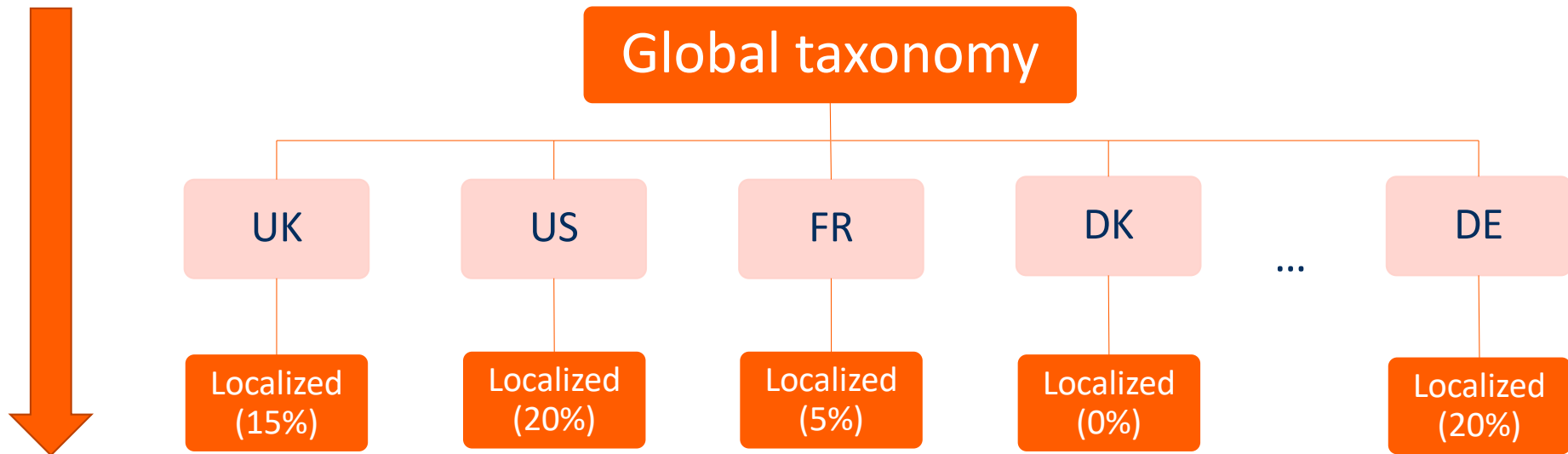


Who makes decisions?

Who improves things?



Streamlining a global taxonomy across requirements



** Fortune 500 FMCG company*



Use Your Data!

Don't 'set and forget'

Document & distribute what has been done

Make this data the lifeblood of your organisation



Key Takeaways

Decide on your governance & rollout model

Use the Data!



Thank you

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