

sellforte

Marketing Data Guide

How to structure your marketing data for
marketing mix modeling & ROMI



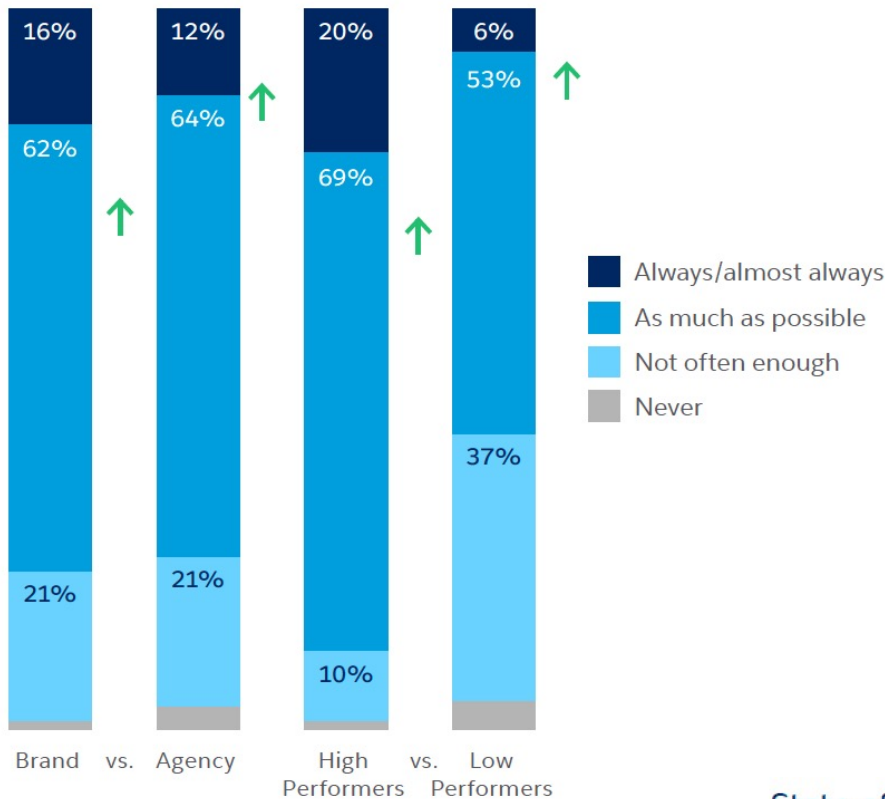
How to structure your:

**MEDIA DATA
CAMPAIGN DATA
BUSINESS DATA**

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The difference between good and bad data quality

Extent to Which Marketing Organizations Use Data for Decisions

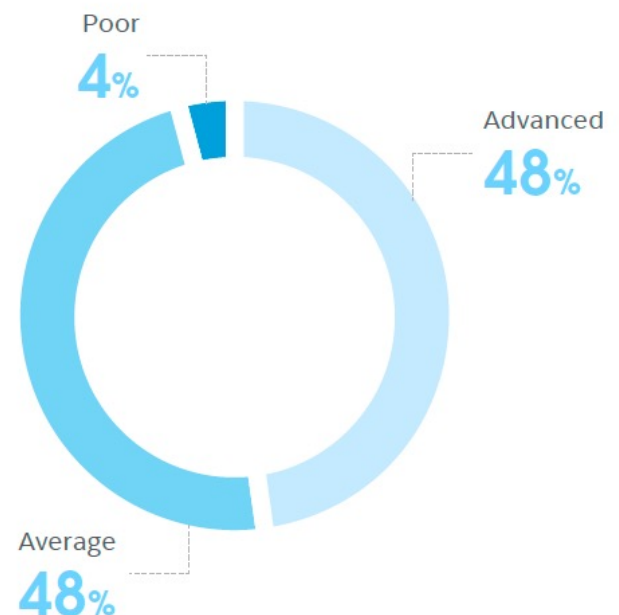


There's a clear correlation between high business performance & leveraging data in decision making.

However, over half of companies evaluate their data & analytics infrastructure as average or poor.

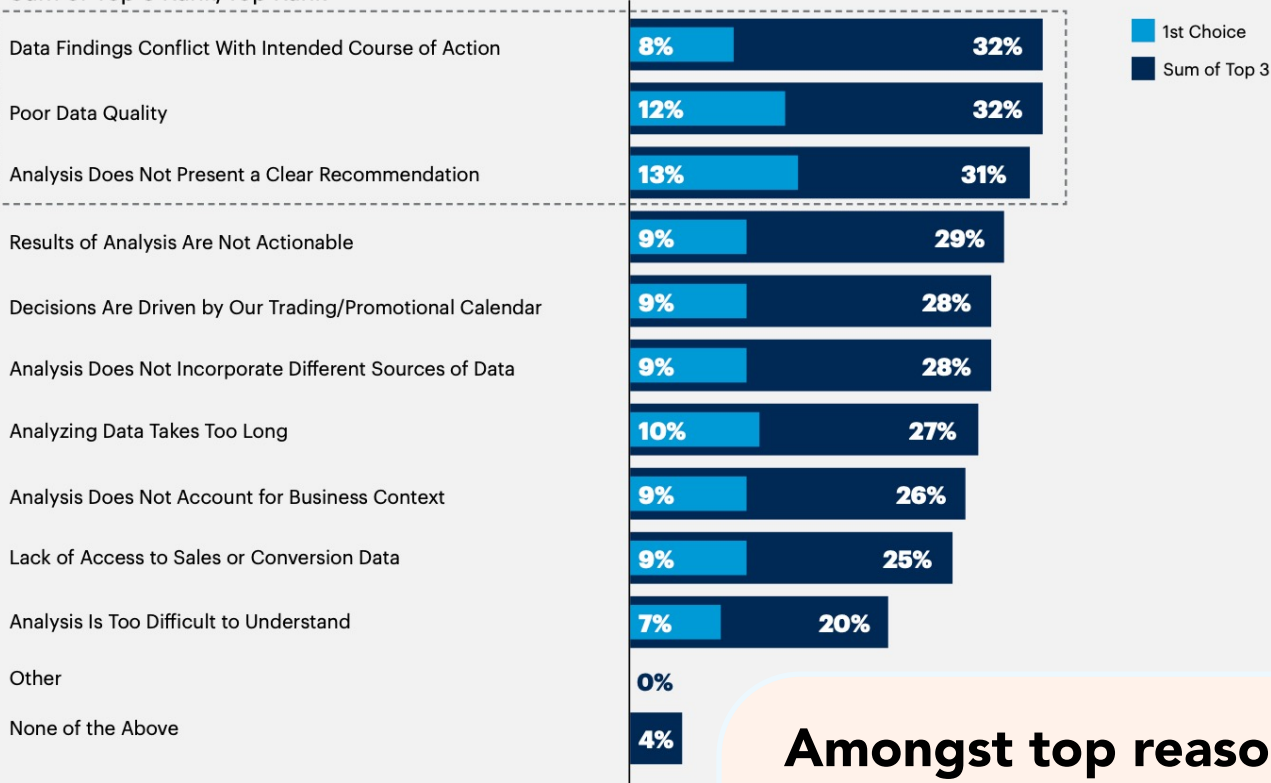
Salesforce Marketing Intelligence Report
10/2020, n= 1,050

State of Marketing Organizations' Data & Analytics Infrastructure



Top Reasons Why Analytics Is Not Used in Informing Decisions

Sum of Top 3 Rank/Top Rank



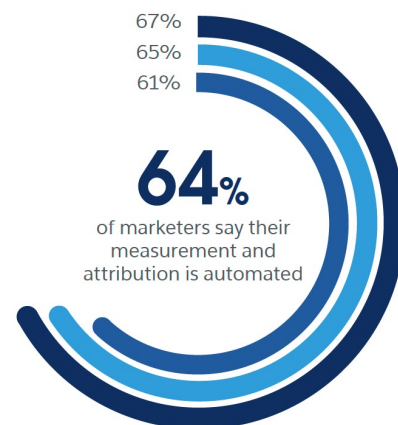
Amongst top reasons data cannot be utilized in making more informed decisions are poor data quality and inactionable results.

Gartner Marketing Data and Analytics survey 06-07/2020, n=412

Additionally, having continuous & automated attribution approach provides advantage over competitors.

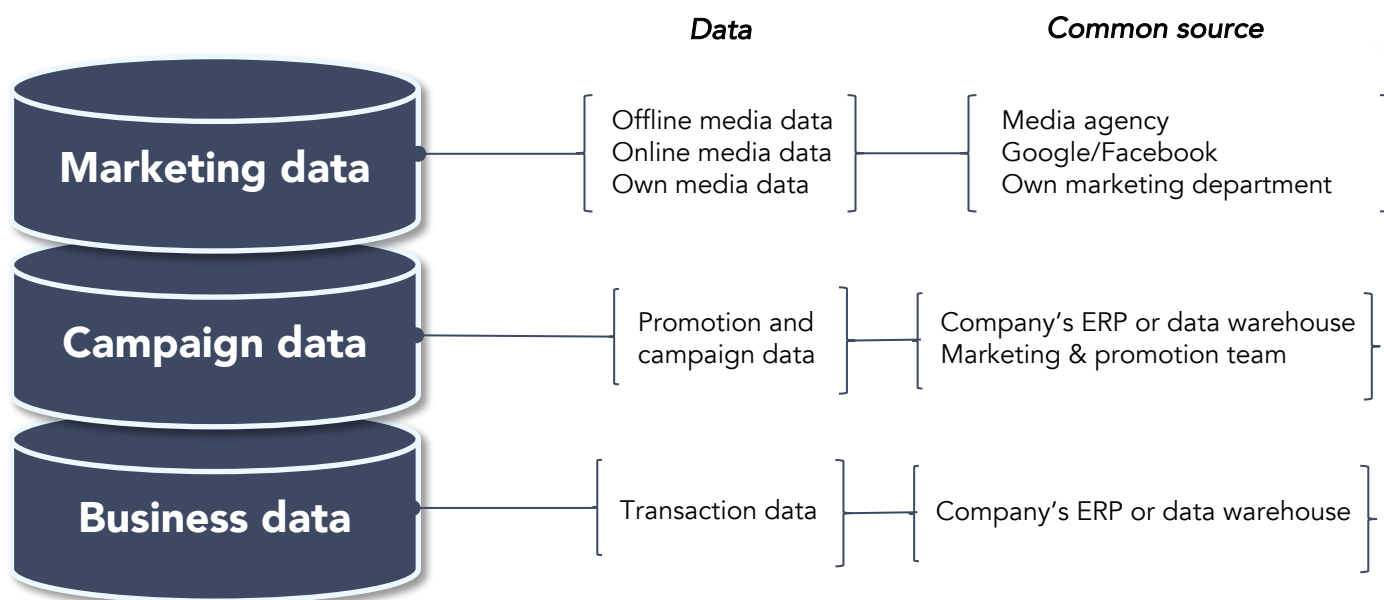
Salesforce State of Marketing 7th edition 06/2021, n= 8,227

Marketers Who Agree with the Following Statements



■ High performers ■ Moderate performers ■ Underperformers

Datasets you need for most modeling jobs



Offline media data – Print, OOH, DOOH & Cinema

Field name	Value
Media type	Newspaper
Media publisher	The New Yorker
Net-net	€ 7 000.00
Gross price	€ 15 000.00
Publish date	16/05/2021
End date	16/05/2021
Campaign ID	24459
Campaign name	12345 Summer campaign 2021
Product	Women's accessories
Product ID	1258
Client	AB
Region	Germany/Hessen
Views	546 132

If possible, record media investments on daily level. Start & end date work as well, but it makes it harder for the model to recognize daily uplifts



Must-have

Nice to have

Offline media data – TV & radio spot data

Field name	Value
Channel	Channel 4
Media Investment	€ 6 500
Campaign	Winter Campaign
Campaign ID	25135
Date	01/02/2021
Time	16:20:59
Duration (seconds)	17
Advertiser	Company X
TRP A10+	0.319
'000 A10+	15.451
TRP30 A10+	0.255
Net-net per spot	€175
Product	Brand 1
Program After	Big Brother
Target group F 25-64	111.40
Prog Campaign	Mythbuster
Film Code	FilmCode X
Spot Class	Commercial
Region.sp	National
Break Title	Mythbusters

Although the data formats seem complex, you can usually get this data quite easily from your media agency/media provider



Offline media data – Direct mail, leaflets & brochures

As this media type usually forms majority of the total media investments, it is important to gather as much data from it as possible



Field name	Value
Date	01/05/2021
Type	Direct Mail
Pages	24
Amount sent	100 000
Production cost	20 000.00
Distribution cost	25 000.00
Campaign	Christmas campaign
Campaign ID	231
Area	The Netherlands/Utrecht
Voucher discount	Brand 1

Online media data – Digital media

If possible, record media investments on daily level.

Media types include e.g. social media, SEM, display, online video and audio etc.



Field name	Value
Media type	Display
Media publisher	DCM
Campaign ID	84326
Cost	9.10
Date	07/05/2021
Impressions	3251
Clicks	652
Visits	622
Orders	356
Campaign	Weekend Deals
Product	Categories– Home & Design
Product ID	089421
Line item type	Real-time bidding
Creative type	Standard
Size	160x600
Currency	EUR



Connecting digital media sources

Facebook & Instagram

SEM, YouTube & Adform

Other

Facebook Business Manager

Google Ads / Google Analytics

Channel-specific analytics tool / manual data pull

One of the key advantages of digital media channels is their ability to utilise Application Programming Interfaces (APIs) to automate the continuous data pulls.

Own media data – Newsletters, SMS, email

Field name	Value
Media type	Newsletter
Cost	4 962.10
Currency	EUR
Date	01/02/2021
Delivered	1083
Opened	653
Clicks	323
Visits	297
Orders	212
Campaign	Outdoor weekend
Campaign ID	3245
Product	Categories – Outdoor Clothing & Equipment
Product ID	4580137
Unsubscribe rate	0.001724

Record media investments preferably on daily level



Campaign data – Promotion and campaign data

Having campaign data helps the model to flag certain activities and uplifts under different campaigns, which enables campaign-level insights



Field name	Value
Promotion ID	74561
Promotion Name	Weekend in-store campaign
Campaign ID	5421
Campaign Name	Weekend deals
Campaign item ID	84326
Campaign item name	Hugo Boss shirt M black
Campaign start date	15/04/2021
Campaign end date	01/05/2021
Campaign media	Newsletter
Mechanic	Coupon

Business data – Transaction data

Field name	Value
Receipt ID	4203412351
Date	03/08/2021
Location ID	123
Product ID	6431
Quantity	57
Gross sales	2844.3
Normal price incl. tax	59.90
Promotion price incl. tax	49.90
COGS excl. tax	1219.40
Gross margin excl. tax	405.5
Campaign ID	84326
Customer segment	Platinum
Anonymized customer ID	A283544
Discount mechanic	X% discount
Campaign name	Weekend deals
Store location	4134

Having business data on a granular level enables you to dive deeper into specific topics, such as what customer segments specific media channel reaches or which campaigns drive the most profitable customers



I have all the datasets – what now?

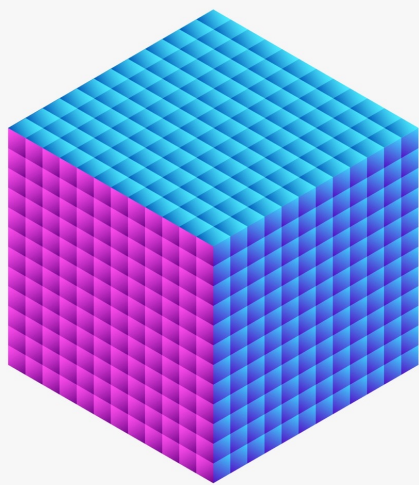
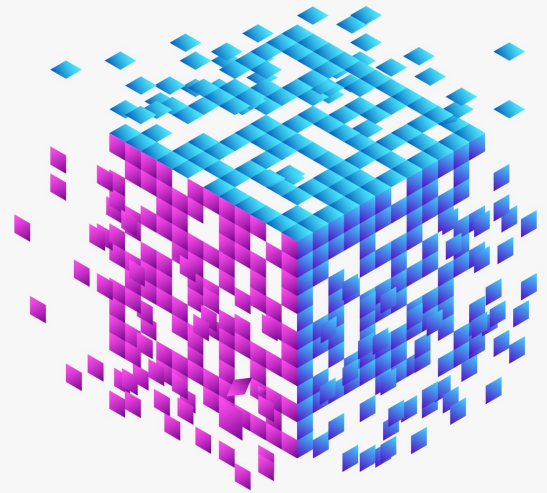
Field name	Value	Field name	Value	Field name	Value
Receipt ID	4203412351	Media type	Display	Promotion ID	74561
Date	03/08/2021	Media publisher	DCM	Promotion Name	Weekend in-store campaign
Location ID	123	Campaign ID	84326	Campaign ID	5421
Product ID	6431	Cost	9.10	Campaign Name	Weekend deals
Quantity	57	Date	07/05/2021	Campaign item ID	84326
Gross sales	2844.3	Impressions	3251	Campaign item name	Hugo Boss shirt M black
Normal price incl. tax	59.90	Clicks	652	Campaign start date	15/04/2021
Promotion price incl. tax	49.90	Visits	622	Campaign end date	01/05/2021
COGS excl. tax	1219.40	Orders	356	Campaign media	Newsletter
Gross margin excl. tax	405.5	Campaign	Week	Mechanic	Coupon
Campaign ID	84326	Product	Cate		
Customer segment	Platinum	Product ID	0894		
Anonymized customer ID	A283544	Line item type	Real		
Discount mechanic	X% discount	Creative type	Star		
Campaign name	Weekend deals	Size	160		
Store location	4134	Currency	EUR		

The easiest way to start is to combine your datasets into different tabs on same Excel file. After this you can start getting insights with the Pivot Table tool

Getting started

Although putting your data into the right format might seem like a world of trouble, we guarantee that it will be worth it. In the future data will be one of the most valuable assets companies can possess. But only data that can be turned into decisions is and will be valuable. That's why it's crucial to ensure decent data quality today.

It's also good to keep in mind that in most cases, good is better than perfect. The most important thing is to *start* paying attention to in what format you have your data instead of how much data you have.



Getting a head start

Itching to get into the actual modeling already?

Request a free data consultation from our data professional and get instant feedback on your data maturity, instructions what still needs to be done and practical tips for e.g. automating the data pulls.

Free Data Consultation