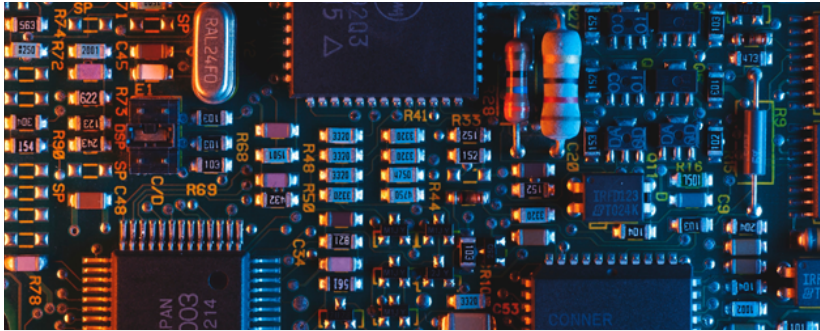# claravine

CLARAVINE CUSTOMER STORY: FORTUNE 50 TECHNOLOGY COMPANY

Fortune 50 Technology Company • $2B spent on marketing each year
20+ Marketing Technologies • 300+ Claravine Users

"When you spend $2 billion on marketing, not having the confidence or line of sight into how this mass of spend is performing can cost as much as tens of millions of dollars each quarter in wasted ad spend and lost productivity."

$10M+	100%	80%
Estimated quarterly savings	Compliance with content and campaign taxonomy and metadata standards	Reduction in time spent on data quality processes

BACKGROUND

Company invests 2 Billion dollars annually across the marketing organization, which included a complex stack of marketing software involving more than 20 systems.

The tech stack supports hundreds of individuals creating content and campaigns for multiple segments and functions of the business. Not only were individual contributors inputting content one record at a time in the CMS, DAM and other platforms, but there was also no taxonomy or metadata governance for asset tagging. Leaders needed a new way of managing critical information assets, including a system to standardize and centralize taxonomies and metadata while remaining in sync with the current marketing ecosystem.

CHALLENGE

The current marketing ecosystem, despite supporting a variety of business needs, was complex and required dozens of people working over a period of several weeks to create basic marketing reports.

The lack of a common, standardized way of creating and tagging content resulted in fragmented information across systems, teams, and marketing activities - ultimately creating unreliable data.

This impacted the company's content management process by creating content creation inefficiencies, asset retrieval issues, and wasted dollars replicating content.

For other teams, unreliable data meant that campaigns couldn't be addressed, assessed, measured, or adjusted in real-time. Obscured insight into the impact of marketing activities and spend were estimated to cost the company tens of millions of dollars each quarter.

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SOLUTION AND RESULTS

Content Data Management

Using a centrally managed, common taxonomy spanning multiple teams, Claravine enforced consistent content tagging and classifications, ensuring experiences had consistent metadata before the content was published or a campaign went live.

Automating validation for pages, marketing tags, data readiness, and a centrally managed data flow across their marketing ecosystem resulted in an 80% reduction of time spent on data quality processes. The new automated content creation workflow also helped create a drastic improvement in efficiency across teams, including the time to gather and present data for executive reporting.

Campaign Data Management

In addition to content data management, Claravine helped the company address the challenges experienced by their paid media campaign teams. Automated cross-platform data standard enforcement resulted in 100% compliant tracking codes and data formats.

Additionally, governed data formats improved the accuracy of analytics reports and unified cross-channel insights. It also allowed marketing teams to develop richer, more targeted audience profiles while improving content performance.

Overall, more personalized experiences and increased digital engagement were achieved because of richer data to make improved business decisions. Real-time insights on marketing initiative performance have contributed to improved decision making, investments, and team efficiency.

ABOUT CLARAVINE

Claravine is a leading technology platform that helps standardize, govern, and connect data across every team, system, and channel. Hundreds of top brands use Claravine to centralize their content and campaign data structures, governing the process to generate, validate, and connect data. This ensures consistent standards and optimal digital experiences across the enterprise. As a result, companies have richer analytic insights, better experiences, and increased ROI from their marketing and advertising investments.

For more information, visit www.claravine.com.