



# **INTRODUCTION**



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# AGENDA

01 Naming Conventions 02 Split & Extract Use Cases

03 Setting Up Your Split & Extract 04 Q&A and Resources



# Naming Conventions within Claravine

A naming convention is a data standard defining a structured way to associate additional attributes about components of a digital marketing campaign in what is an ordinary free text field (e.g. campaign name).

#### Why use a naming convention?

- **Campaign Performance & Analysis** Split names apart into separate categorical fields to answer more questions in campaign performance reporting. (e.g. 'What type of placements performed best?')
- User Productivity Organize information in ad platforms through a common format allowing users to quickly search, browse, and identify components of marketing campaigns. (e.g. ad ops specialist searching Google Ads for all top of funnel, or 'TOF', campaigns)





Once split apart, short codes are used to lookup human-friendly values in lookup tables

Ex. TOF-Display-Awareness-EMEA

# **Data Transformation Functionality: Split and Extract**





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Example **01** 

# Audit & Validate Existing Data

Easily Compare & Fix Past Campaign Data



# **Audit & Validate Existing Data**

#### **Current state**

Media teams and agencies are using a variety of naming conventions and varying processes to create campaigns.

#### Preview **1** usa-gl\_2023\_masterbrand always-on\_digital\_di splay\_na\_ret\_CIDNA00000\_always-on

- Import campaign metadata to see and manage your media taxonomy compliance
- Resolve issues and reshare accurate media metadata

#### New Transformation: Split and Extract Tests

	Q, Search (enter)		Last Updated: Apr 25, 2023 11:01 AM 😇 Piters 💿 Columns 🗏 🕒 🚺						
		SOURCE FIELD =		YEAR 7	BRAND Text	MEDIA TYPE	CHANNEL =	CID Text	RUN LENGTH
1		usa-gl_2023_masterbrand alwa	usa-gl	2023	masterbrand always-on	digital	display	CIDNA00000	alwaya-on
2		usa-gl_2023_1masterbrand alw	usa-gi	2023	1masterbrand always-on	digital	display	CIDNA00000	alwaya-on
3		usa-gl_2023_2masterbrand alw	usa-gi	2023	2masterbrand always-on	digital	display	CIDNA00000	alwaya-on
4		usa-gl_2023_3masterbrand alw	usa-gl	2023	3masterbrand always-on	digital	display	CIDNA00000	always-on
5		usa-gl_2023_4masterbrand alw	usa-gl	2023	4masterbrand always-on	digital	display	CIDNA00000	always-on
6		usa-gl_2023_5masterbrand alw	usa-gi	2023	5masterbrand always-on	digital	display	CIDNA00000	always-on
7		usa-gl_2023_6masterbrand alw	usa-gl	2023	6masterbrand always-on	digital	display	CIDNA00000	always-on
8		usa-gl_2023_7masterbrand alw	usa-gi	2023	7masterbrand always-on	digital	display	CIDNA00000	always-on
9		usa-gl 2023 8masterbrand alw	usa-gi	2023	8masterbrand always-on	digital	display	CIDNA00000	always-on





Example **02** 

# **Convert Short Codes**

Access to Human Readable Reporting



# **Convert Short Codes**

#### **Current state**

Teams get creative and use abbreviations or codes to create shortened naming conventions. Analytics solutions struggle to decode and translate the metadata

#### **Transform Data**

- Drill down lists & drop downs allow for enriched data
- Split and extract out multiple layers of taxonomies
- Increased dimensional data without long campaign strings

Extract Data From	
Field Selection	*
Split on Delimiter — Sel	ect Data in Position —
- * 1	
Preview Value Positions ④	
Select Data in Position	, 
Select Data III Position	

Splitting text setup & configuration options

FULL CAMPAIGN NAME	CAMPAIGN <u>A</u> Text	CHANNEL CODE	CHANNEL I≡ List
ClaravineVine-2023-000500_DIS_PRE_US_CPC	ClaravineVine-2023-000500	DIS V	Display
ClaravineVine-2023-000513_PS_BR_CA_CPC	ClaravineVine-2023-000513	PS V	Paid Search
ClaravineVine-2023-000510_REF_REW_UK_CPM	ClaravineVine-2023-000510	REF V	Referral
ClaravineVine-2023-000505_EM_EARLY_US_CPV	ClaravineVine-2023-000505	EM V	Email
ClaravineVine-2023-000505_SOC_STRM_JP_CPA	ClaravineVine-2023-000505	SOC V	Paid Social
ClaravineVine-2023-000500_DIS_PRE_US_CPC	ClaravineVine-2023-000500	DIS V	Display

Data automatically split and extracted from spreadsheet view

## **Convert Short Codes the Process**



Format\_Product\_Language\_VariationDescr-VariationNumber

**Example Value:** 

native\_standard-accounts\_en\_discovery-1





Example **03** 

# Automation

### **Connected Metadata via Integrations**



# **Powering Lists with Specific Values**

#### **Current state**

Error prone reports stem from teams reliance on copy & paste to share campaign names and metadata.

#### **Transform Data**

- Parse out a specific element within a campaign name
- Save extracted elements to a **powered list**
- Auto-populating metadata for the next team to select from

Convert Case       Spaces         None       None         Extract Data       Split and Extract on Delimiter         Extract Data From       Source Field         Delimiter*       Position					
_ (underscore) 3 Preview  Usa-gl_2023_masterbrand always-on_digital_di splay_na_ret_CIDNA00000_always-on					
Length					
Minimum Length					
Maximum Length					
Done 17					

## **Connect and Validate Marketing Taxonomy**



#### Connect

Align various media platform attributes to team templates

#### Split and Extract

New campaigns are imported and validated against each taxonomy

#### Measure Provide a unified way to connect metadata to all your analytics

systems and teams



# Setting up Split & Extract



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## **Features of Split & Extract**

#### Standardize Logic

Configure automated logic on field during setup

#### **Preset or Custom**

Split text on preset or custom delimiters

#### **Previews**

Preview logic before saving

#### **Decode Data**

Nest transformations together for complex naming conventions

#### Automation

Automatic extraction as data entered or imported into product

# How to Set up Split & Extract

• <u>Watch the demo</u> (starts at 8:38)





# Questions & Resources



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# **Claravine Customer Programs**

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#### Talk to us!

Help us shape the future of data integrity and create a community for marketing professionals. <u>Become a Standardista</u> and get access to exclusive events, swag and opportunities to share feedback.







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