Elite SEM | Streamline and amplify marketing analytics With Tableau

Andrew Richardson
VP, Analytics & Marketing Science
Elite SEM
Agenda

About Us: aka the worst part of the presentation

Setting the Stage: why marketing data can suck

The Past: data, Tableau, and unicorns... oh my!

The Present: we’re on our way

The Future: predictive, integrations, gold standard
About Us:
The worst part of the presentation
Award-Winning Digital Marketing Agency

**Bing** Philanthropist of the Year
**Ad Age** Best Agency Culture
**Mashable** #1 Best Tech Companies to Work For
**Entrepreneur** #1 Top Company Culture
**Fortune** #1 Workplace for Millennials

**Ad Age** Top 25 US Search Agencies
**US Search Awards** #1 Best Agency
**Bing** Independent Agency of the Year
**Drum US Search Awards** The Chair Award
Setting the Stage:
why marketing data can suck
“Can you update the report for TOMORROW?”
But

WHY?
Digital Marketing – Typical View of Channels

Paid
- Affiliate Marketing
- Display
- Paid Search
- Paid Social
- Shopping & Feed

Earned
- SEO
- CRM & Email Marketing

Owned
- Website, Social, CRO

Data + Strategy
- Analytics
- Strategy
Digital Marketing – How We View Channels

Integrated Media Strategy

- SEO (Search Engine Optimization)
- CRO (Conversion Rate Optimization)
- CRM & Email Marketing
- Creative Services

Analytics & Marketing Science

Paid Search
- Shopping & Feed
- Amazon & Marketplaces
- Affiliate Marketing
- Performance Display
- Paid Social

Creative Services

Integrated Media Strategy

Tableau Conference
Here’s over 100 of the partners we use…

**Paid Search**
- Kenshoo
- Marin
- DoubleClick
- Google AdWords
- bing ads
- YAHOO!
- Geminni
- Yahoo!

**Performance Display**
- Google Display Network
- DV
- AdRoll
- Tremor Video
- Rocketfuel
- theTradeDesk
- Conversant
- Undertone

**CRM & Email Marketing**
- Epsilon
- LystraK
- Intercom
- Marketo
- SendGrid
- Expertise
- MailChimp
- braze
- Syntonic

**Analytics**
- Google Analytics 360 Suite
- Snowplow
- Google Tag Manager
- Adobe DTM
- Adobe Analytics
- Balsamiq
- Sightcore
- Adobe
- Oracle

**Amazon & Marketplaces**
- Amazon
- splitly
- Kenshoo
- Feedonomics
- GoDataFeed
- Feedvisor

**Affiliate Marketing**
- Impact Radius
- eBay
- Awin
- ShareASale
- ShareASale

**SEO**
- Moz
- SEMrush
- Ahrefs
- Majestic

**Paid Social**
- Facebook
- Twitter
- LinkedIn
- Pinterest
- Instagram
- Nanigans
- Smartly.io

**CRO**
- Crazy Egg
- Mouseflow
- Hotjar
- ShareASale
- AdRoll
- Awin
- Impact Radius

**Tableau Conference**
The Past: data, Tableau, and unicorns... oh my!
The Data Death March

DATA SOURCES -> MANUAL DATA PULL -> MANUAL DATA ASSEMBLY -> MANUAL CHART BUILDING -> WHERE DATA GOES TO DIE
Tableau: The Answer to All My Dreams?

DATA SOURCES
MANUAL DATA PULL
MANUAL DATA ASSEMBLY
MANUAL DATA CONFIGURATION
SWEET DASHBOARDS

TABLEAU
Our Data Unicorns/Jedi’s/Magicians…

DATA SOURCES
CODE & MANAGE DATA PULLS
CODE SQL
FLAT FILES
ORGANIZE MASTER DASHBOARD FILES
BUILD SWEET DASHBOARDS
DELIVER STRATEGIC INSIGHTS & ANALYSIS
Gathering & Preparing Data: 79% 56,000
Analysis: 21%
A Different Approach

DATA ACCESS + DATA BLENDING + BEST PRACTICES

Bring all data together into a comprehensive data platform in an automated fashion

REPORTING AND ANALYTICS AT SCALE

Use whatever tool you want to enable automated dashboards for sophisticated analysis
Four Levels of Maturity and Insight

**Track**
Basic performance tracking and reporting by source.

**Measure**
Reporting of performance across channels and campaigns.

**Analytics**
Performance insight, attribution and benchmarking that drives ROI and planning.

**Predict**
Forecast mix and ROI for all investments by channel.

*Tableau Conference*
today was a good day

The Present: we’re on our way
Our Approach to Faster Insights

Data Aggregation
Integrate All Data Sources
Actively Monitor All Connections
Data Preparation & Management
Delivers Daily Analysis-Ready Data

Reporting & Insights
Automated & Scalable Dashboards
Focused On Delivering Value
Flexible Analysis & Insights
But first... Prep...
156,000
Remember this?

18% Gathering & Preparing Data

79% Analysis & Strategy

21% Gathering & Preparing Data
The Future: predictive, integrations, gold standard
Display Forecast
Predictive At Scale – Built In
## What if Forecast Based on All Sales (60% Growth, 6.40% Churn)

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<thead>
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<th>Region</th>
<th>Segment</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Total Customers</td>
<td>$2.2003</td>
<td>$2.2245</td>
<td>$2.2485</td>
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<td>South</td>
<td>Total Sales</td>
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<td>$2.0954</td>
<td>$2.0363</td>
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<tr>
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<tr>
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The extract for SQL_CM_RA_DISPLAY has failed.

There was an error with one of your objects on the Tableau Server.

The workbook ABC Cross Channel is owned by Susan Jones. Days since last viewed: 46. If you are no longer using this workbook, please delete it and any data sources it was using. Thank you.
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Q&A

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Thank you!

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