

Data Quality

Naming Convention and ID Ecosystem, a Critical Foundation for Analytics

Background

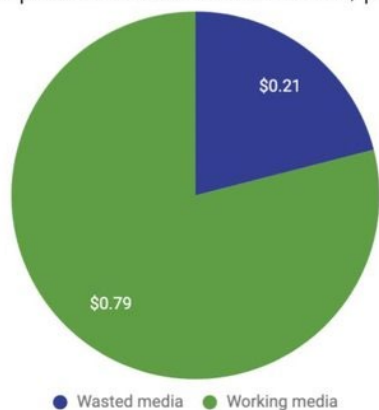
The digital marketing ecosystem has evolved dramatically. Campaigns are distributed across a multitude of online touchpoints such as websites, social media, eCommerce platforms, email platforms, paid search etc.

But there's a problem:

This heterogeneity has made it increasingly difficult for companies to analyze campaigns performance and optimize accordingly by acting on the data. While many organizations focus on the right technology, there is a need to go beyond and build the right campaign fundamentals, enabling us to read, understand, connect, and analyze campaigns cross channels at a glance.

Marketers waste 21 cents of every dollar spent on media due to poor data quality, which translates to a \$1.2 million and \$16.5 million average annual loss for mid-size and enterprise organizations

Data quality impact on media effectiveness, per dollar spent



Source: Marketing Evolution online survey conducted by Forrester Consulting. Base = 409 respondents.

In this roundtable, we will discuss:

The importance of naming convention across media channels and creative assets

How combination of naming convention and ID ecosystem allow companies to analyze their campaigns

How to govern and enable adoption across countries and media agencies

BACKGROUND CONTEXT:

Nestle has more than 5000 campaigns live across platforms and countries at the same time and naming conventions are the bridge between data silos and helping connect media buying with marketing activities such as website traffic, digital assets, planning, marketing automation, etc. And, a critical building block for Marketing Analytics

enabling clean, readily consumable, always on Media Data asset.

Roundtable Chairs



Isabelle Lacarce Paumier
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Isabelle has been navigating across data strategy, analytics and insights over the last 20 years through agency and CPGs such as Unilever, Mondelez International and now Nestle. Her passion is to help to further unlock business insights at speed, turning organizations into advanced data and consumer driven marketing.

Arushi has been with Nestle for the last 9 years across countries enabling analytical capabilities across multiple business functions, leading up to marketing analytics transforming Nestle on the marketing analytics journey starting with Media Campaign optimization and now building Data driven organization breaking the silos.

Fabio spent the last 15 years working at the intersection of digital advertising and technology and helped many brands and agencies with their campaign measurement, reporting, and optimization needs.