

DATA DRIVEN-ORGANISATION

What Is Holding Us Back From Building the Modern Marketing Data Stack?

Building a modern marketing data stack should be a hygiene factor by now, and building the right one for your organization is a key contributor to your success in the market. So why are so many companies struggling to turn the vast amount of marketing and commerce data at their disposal into a strategic lever? Maybe the constant proliferation of data, platforms, and solutions is part of the problem. In this roundtable, Vodafone will share its experience in successfully identifying key barriers to effective data usage and how to overcome them.

Key discussion points for the Roundtable:

- Typical data strategy hurdles
- Implementation challenges (many stakeholders, different perspectives, alignment of interest groups)
- Top management awareness challenges (invisible expenses, enabling not revenue-driven tasks)
- Changing how people are used to work

Roundtable objectives:

- Share best practices on how to solve typical key challenges
- Demystify the need for more tools and solutions (and reassess realistic expectations)
- Showing company-wide benefits of a coherent marketing data strategy and supporting tech stack
- How data analysts can contribute to the success of the business, using marketing data

Background information:

The immense demand for high-quality connectivity services in both B2C and B2B areas requires not only first-class products but also the challenges of marketing their own services in a nearly saturated market and achieving the greatest possible market coverage. To this end, Vodafone conducts more than 150 digital campaigns annually. The scale of these activities demands a clear data structure and excellent analysis capabilities.

Although Vodafone's campaign management had demonstrated success, it came at a high cost. With 20 data silos and multiple accounts within a platform, the use of external service providers caused inefficiencies in managing their campaigns. Alongside these hurdles, data transfers did not run automatically and holistic analyses had to be manually reported. To resolve these pain points, Vodafone finally decided to handle campaign management internally in the future and to completely redesign its data management from scratch.

"With the multitude of marketing campaigns we carry out at Vodafone each year, excellent management is essential - not only for the success of each campaign but also for its efficient implementation and analysis... that's why it was of the utmost importance to not only bring management in-house but also to optimize the data quality and the quality of the resulting analyses. Thanks to our collaboration with partners such as Adverity and AWS, we are now able to do exactly that - and still, save massively on costs."

Philipp Rathmann

Roundtable Chairs



Fabio De Bernardi

VP Business Development, Adverity

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Philipp Rathmann

Senior Data Analyst Vodafone Germany

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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. As VP of Business Development, Fabio works with strategic clients and partners to maximize the potential of the modern marketing tech stack.

Philipp has spent the last four years at Vodafone Germany as a Senior Data Analyst focused on reporting Brand Communication VF DE for Paid Media. During this time, he played a key role in implementing centralized reporting, which allowed for the automation of dynamic reports for Paid Media. Philipp has a wealth of experience in optimizing CRM activities and implementing marketing technologies.