

BUILDING THE MODERN DIGITAL (MARKETING) ANALYTICS STACK





Google Analytics

What is the first thing a marketer checks in a new job?
Metrics. Likely GA, right?



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We had no data to act on.



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We had no data to act on.

Google Analytics out of the box (or any solution) isn't measurement.



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“ You *need* data to act. ”



Marketing Analytics



Measurement



Attribution Modeling



Media Mix Modeling



Uplift Measurement

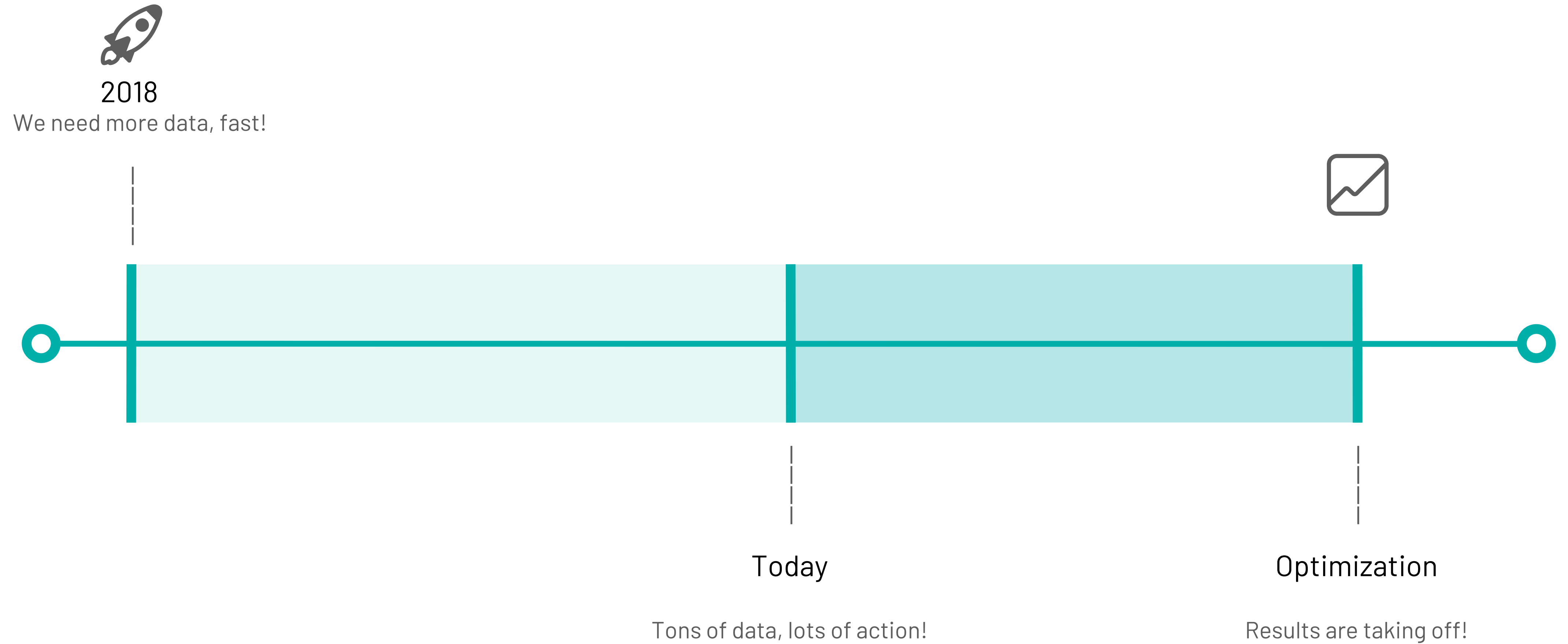


Let's start with measurement.



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Timeline



Stack for Measurement 2019

Client Side



Google Tag Manager

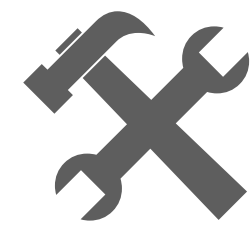


Marketing Platforms



Stack for Measurement (Current)

Internal / Server Side



Client Side 'Collection'



Google Tag Manager
Server Side Container



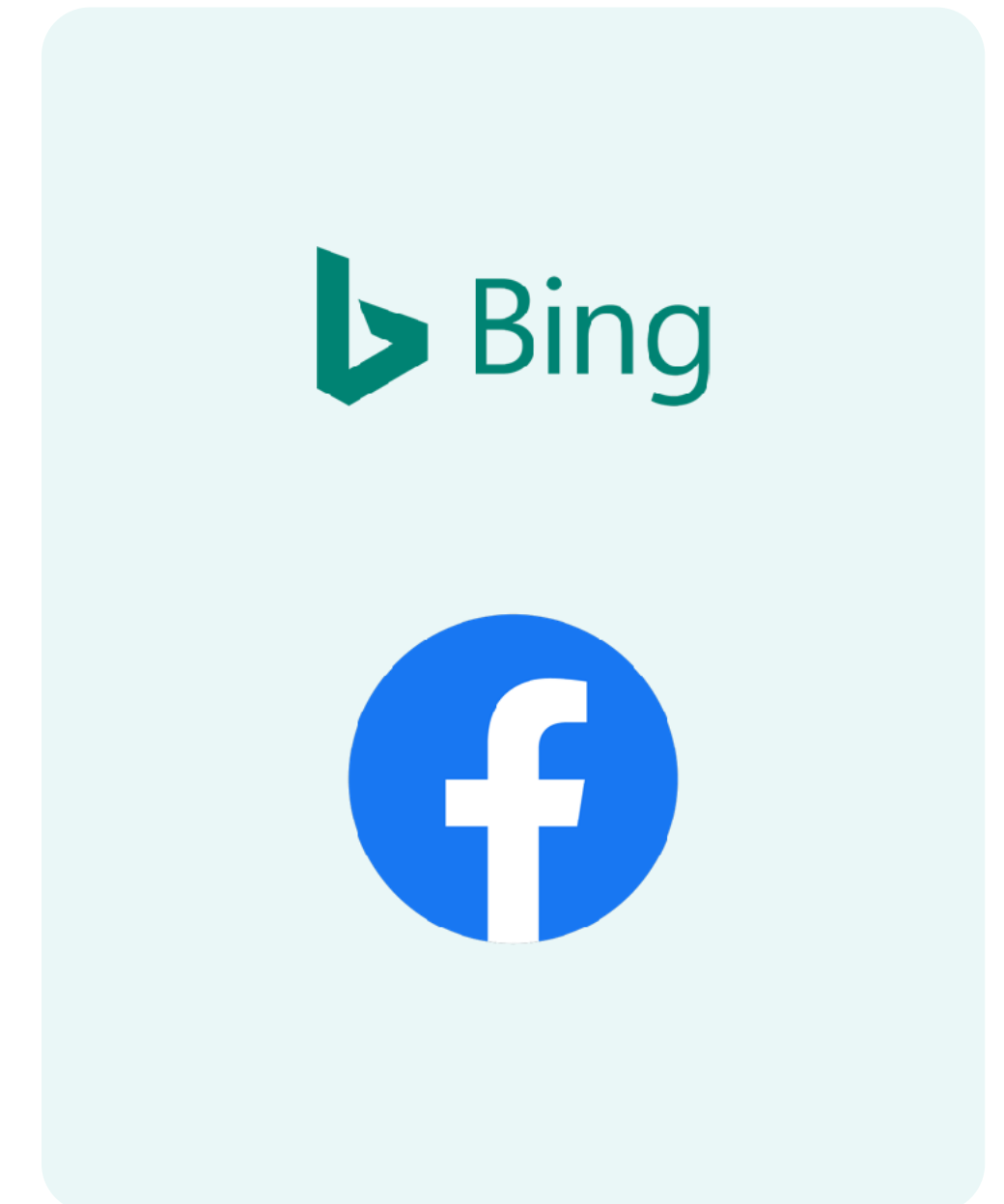
Marketing Platforms



Google Analytics
GA4



Google Analytics
Universal Analytics



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“ WHAT CAUSES THE ”
NEEDLE TO MOVE.



Context: Acquisition First

COVID-19 put the outdoor hospitality industry on steroids, so (sustainable) growth was most important!



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BUILDING THE STACK!



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#1: You don't need to be a data-engineer

So much is  and 



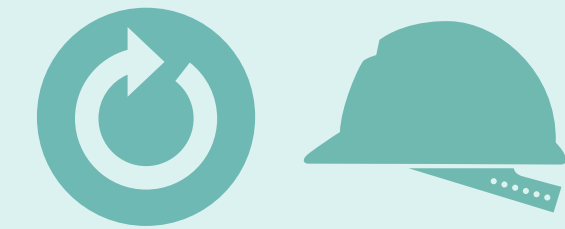
Talking to Stakeholders



Sample & Use Case



Automate & Backfill



Backfill Manually

Cutting Time To Prove Value



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Beliefs about Marketing Analytics

#1:

Actionable

Act on the data that you have

#2:

Cheap

In maintenance and setup.
It's supportive cost.

#3:

Own it

Own your own data from vendors
Archive for historical perspective.



Buy versus Build



THE  FUN  STUFF



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2019'ish Version

When things got started, we'll get to the current version in a second.

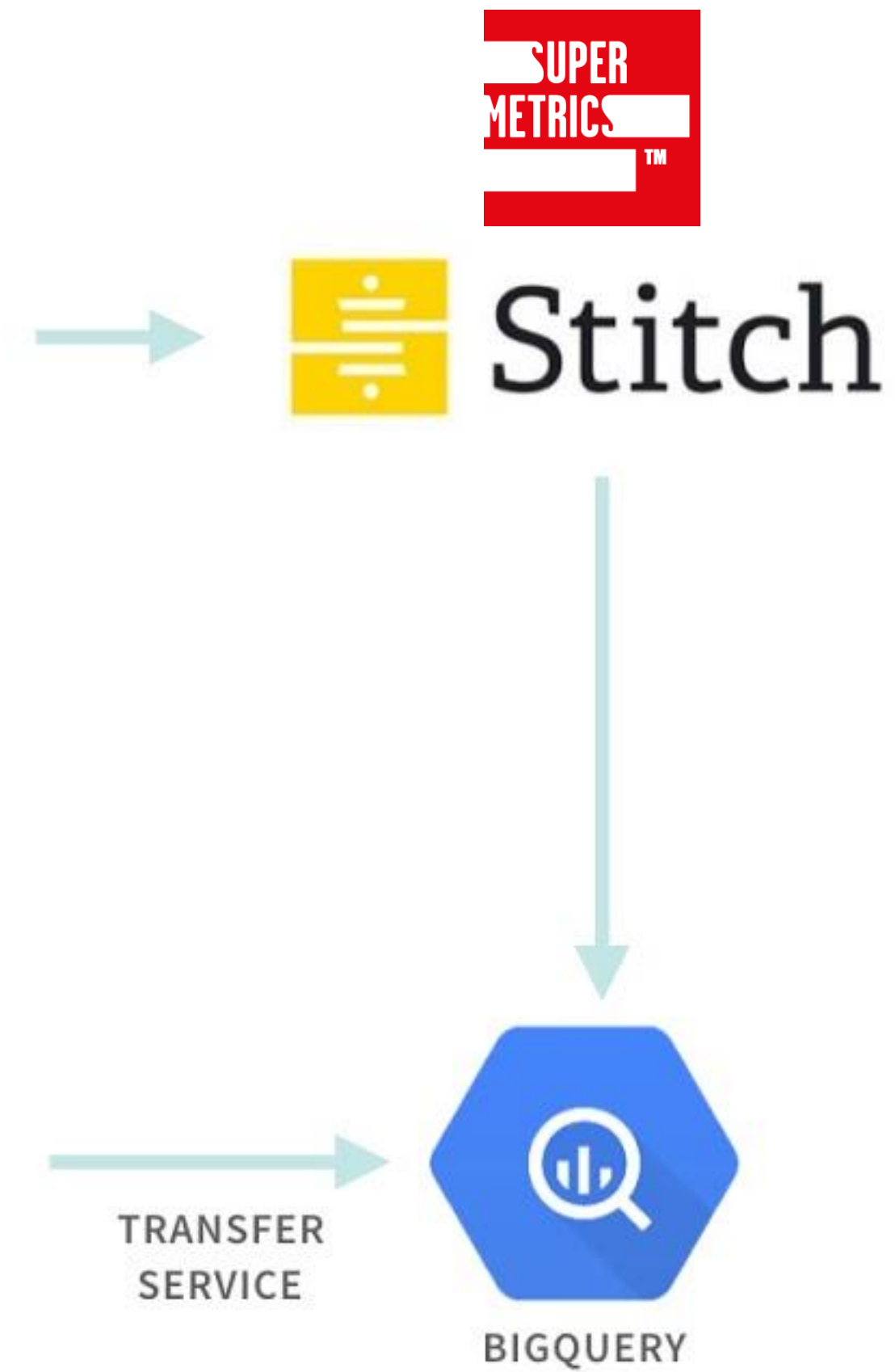


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MARKETING VENDORS



LOAD DATA



2022 Version (Current)

What has truly changes since 2019 when we got started?



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MARKETING/DATA VENDORS



LOAD DATA



VISUALIZE DATA



TRANSFORM DATA



GOOGLE PRODUCTS



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#2: Just start and be willing to redo the work.

us \$145B Company:





“ We want to build what you built but we need a quarter to run full analysis on costs. ”

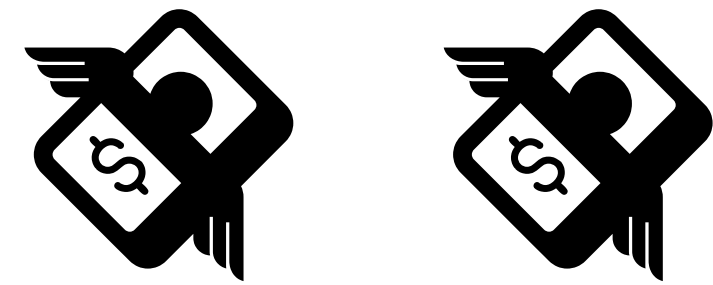
- Data Analyst/Product Manager



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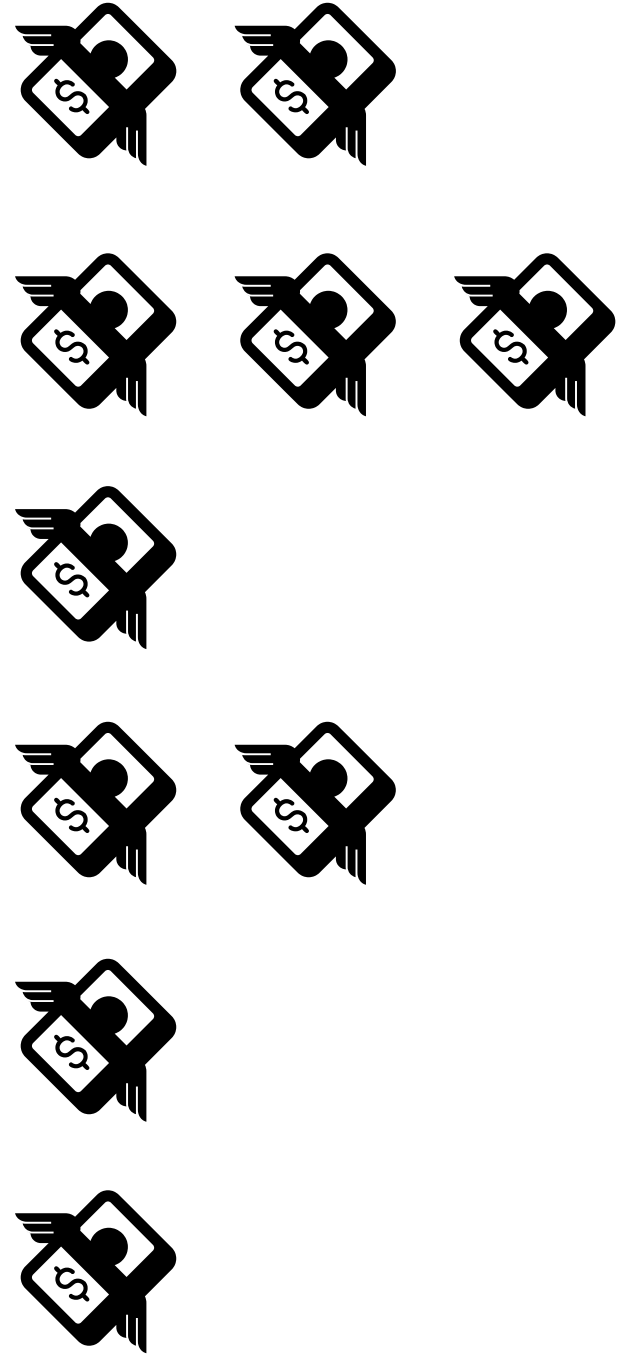
#3: It doesn't have to cost much.

But but, this is \$    . 



It's NOT.

Vendor	Cost
Google BigQuery: Storage	\$ 300 / Monthly
Google BigQuery: Queries	\$ 2.000 / Monthly
Google BigQuery: BI Engine	\$ 90 / Monthly
Talend/StitchData	\$ 1.300 / Quarterly
SuperMetrics	\$ 87 / per BQ license
Tableau	Monthly License: \$99 / User
Google DataStudio	<i>Free</i>
Vendor Costs	<i>Free</i>



It's not all  and 



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Learnings



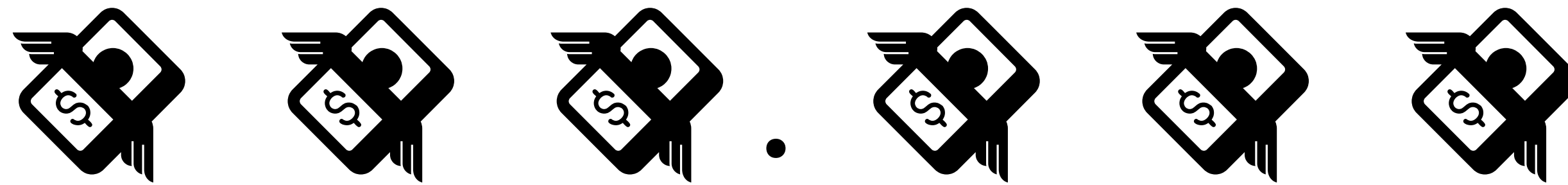
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Open Source



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#4: Don't make mistakes.



What about Privacy ?



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A vibrant collage of American-themed imagery. In the center, a large bald eagle's head is the focal point. Surrounding it are two motorcycles with riders, two red semi-trucks, and two American flags. The scene is filled with fireworks, burgers, and a large explosion in the background. A teal banner with white text is overlaid across the middle.

Welcome to us 'Murica' us

The Future

What are we expecting to build in the future?



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Takeaways

#1:
Buy ;-)

While Building is Fun, Buying is often Smarter

#2:
Start!

Get Started, It's not Hard

#3:
Collection

Start Collecting as some platforms don't support backfill



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Read more details about the integration.

Links:

Link 1: <https://bit.ly/3Cnh4YS>

Link 2: <https://bit.ly/3Tc3tdE>

Link 3: <https://bit.ly/3CKZK1z>

Link 4: <https://bit.ly/3MqWmMA>



Thank you!
Enjoy Digital Analytics Summit!

RVshare

