

Starting over with Digital Analytics

Within Rabobank

*... And why having a solid
foundation is a key
accelerator throughout this
entire journey*



Stefan Leever

Product Manager Customer Engagement
at the Rabobank

De coöperatieve Rabobank

Rabobank is a cooperative bank with a mission. Together with our stakeholders, we have been dedicated to creating a future-proof society and tackling major societal challenges for 125 years.

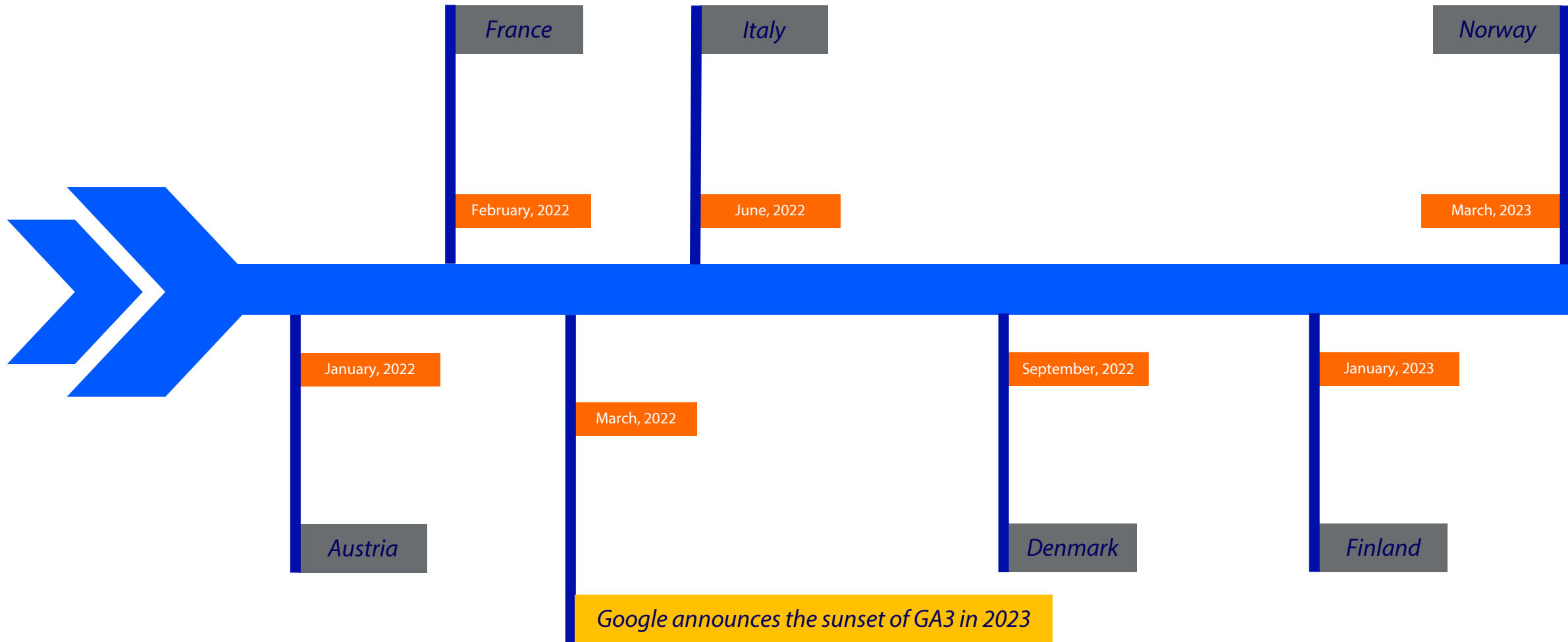
In the Netherlands, we serve retail and corporate clients; globally we focus on the food and agriculture sector. Our starting point is: together we can achieve more than we could individually.

Why did we have to start over?



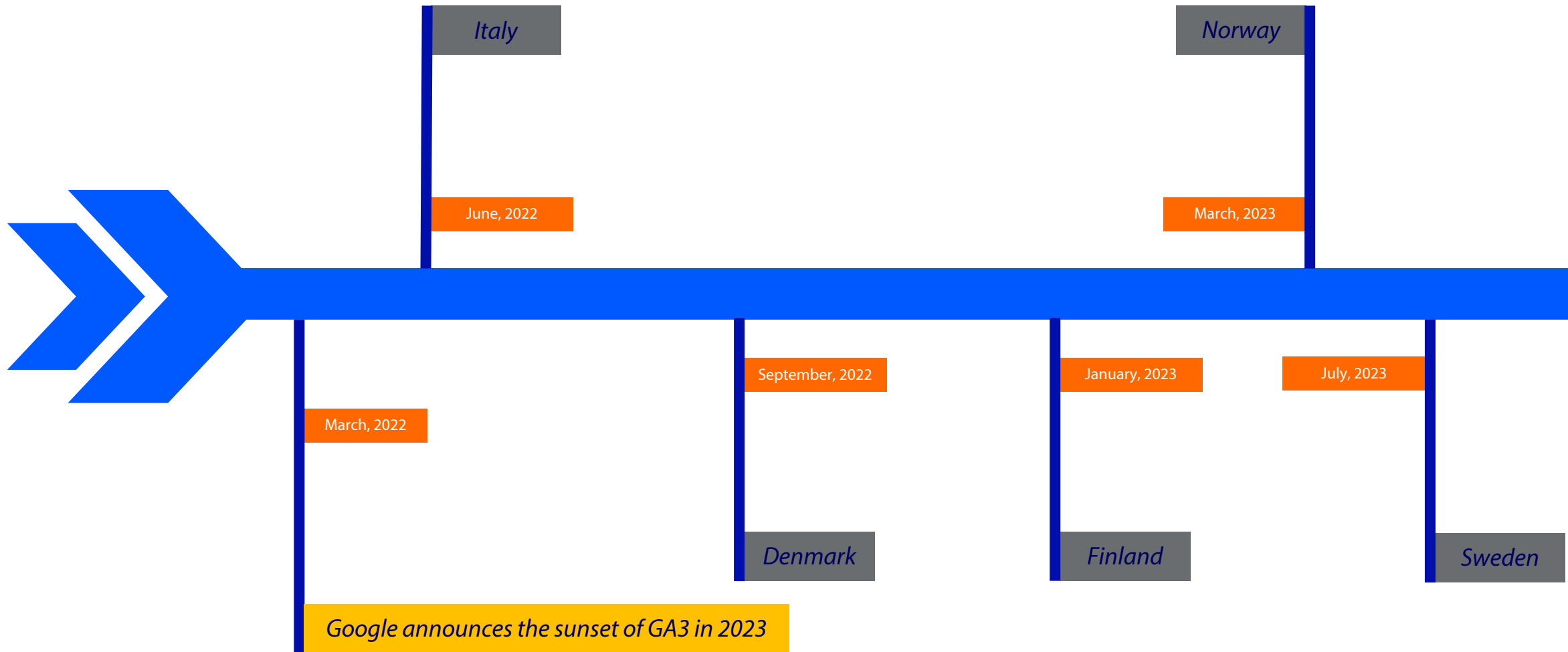
As of January, 2022. Various European Privacy Authorities deem Google Universal Analytics (GA3) illegal.

Why did we have to start over?



Source: Plausible Analytics about Google Analytics and the GDPR

Why did we have to start over?



Source: Plausible Analytics about Google Analytics and the GDPR

Why did we have to start over?



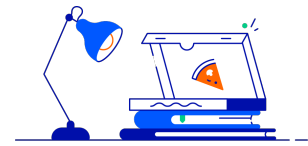
As of January, 2022. Various European Privacy Authorities deem Google Universal Analytics (GA3) illegal.



As of March, 2022 we started our journey to search for an alternative to Google Universal Analytics

March, 2022

Desk research



Request for information



Request for proposal



Contract signed!



Extensive Compliancy check-up



Preparations for implementation



Implementation



Training



June, 2023

Amplitude *Refreshing our knowledge of the market*

Specify requirements and execute an initial investigation in the market

mixpanel



Adobe Analytics



mapp



PIWIK PRO

Making a decision on the vendors that match most of the requirements

Define an extensive list of requirements the new solution should have.

Scout the market and rediscover what's available to define a list of possible contenders



SNOWPLOW



Google Analytics 4

splunk



PostHog



matomo



Countly

Rabobank

Reaching out to our top 5 candidates

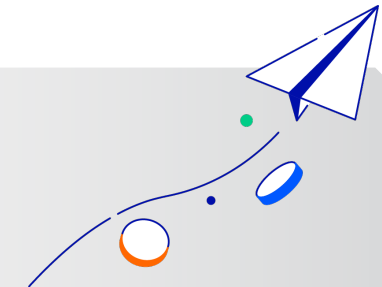
And selecting the 3 candidates that best fit our requirements



Define business challenges that are presented during the calls with the remaining vendors



Based on the requirements that were set earlier, define knock-out questions



With the results of both the calls and the knock-out questions, decide the top 3 of vendors

Getting to know the details of every vendor

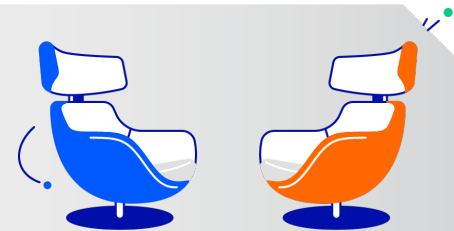
To get a good picture on how they match with our requirements of security, privacy and functionality.



Every vendor has to go through 300+ questions covering functionality, privacy, compliancy, security and more



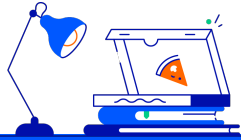
Have discussions on the results of the list of requirements to get a thorough understanding of their offering



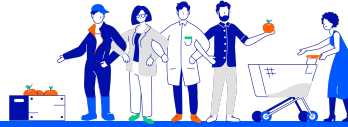
Schedule reference calls with various clients from every vendor

Selected the preferred vendor!

Desk research



Request for information



Request for proposal



March, 2022

Contract signed!



Extensive Compliancy check-up



Preparations for implementation



Implementation



Training



June, 2023

Selected the preferred vendor!

Desk research



Request for information



Request for proposal



March, 2022

Contract signed!



Extensive Compliancy check-up



December 2022

Preparations for implementation



Implementation



Training



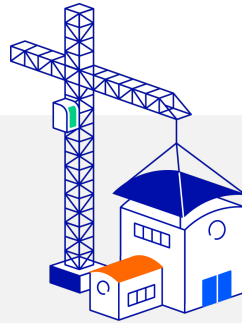
June, 2023

Leaving no stone unturned

To know everything of the vendor before signing.



With the preferred vendor, go through every unclear answer that was given in the questionnaire



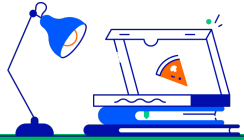
This in-depth investigation is the preparation for the security, compliancy and privacy assessments to come



That will give us a detailed overview of what we're buying before we're signing the contract

Signed the contract!

Desk research



Request for information



Request for proposal



March, 2022

Contract signed!



Extensive Compliancy check-up



Preparations for implementation



Implementation



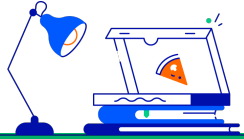
Training



June, 2023

Signed the contract!

Desk research



Request for information

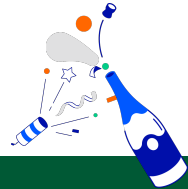


Request for proposal



March, 2022

Contract signed!



February, 2023

Extensive Compliancy check-up



Preparations for implementation



Implementation



Training



June, 2023

Getting a lay of the land

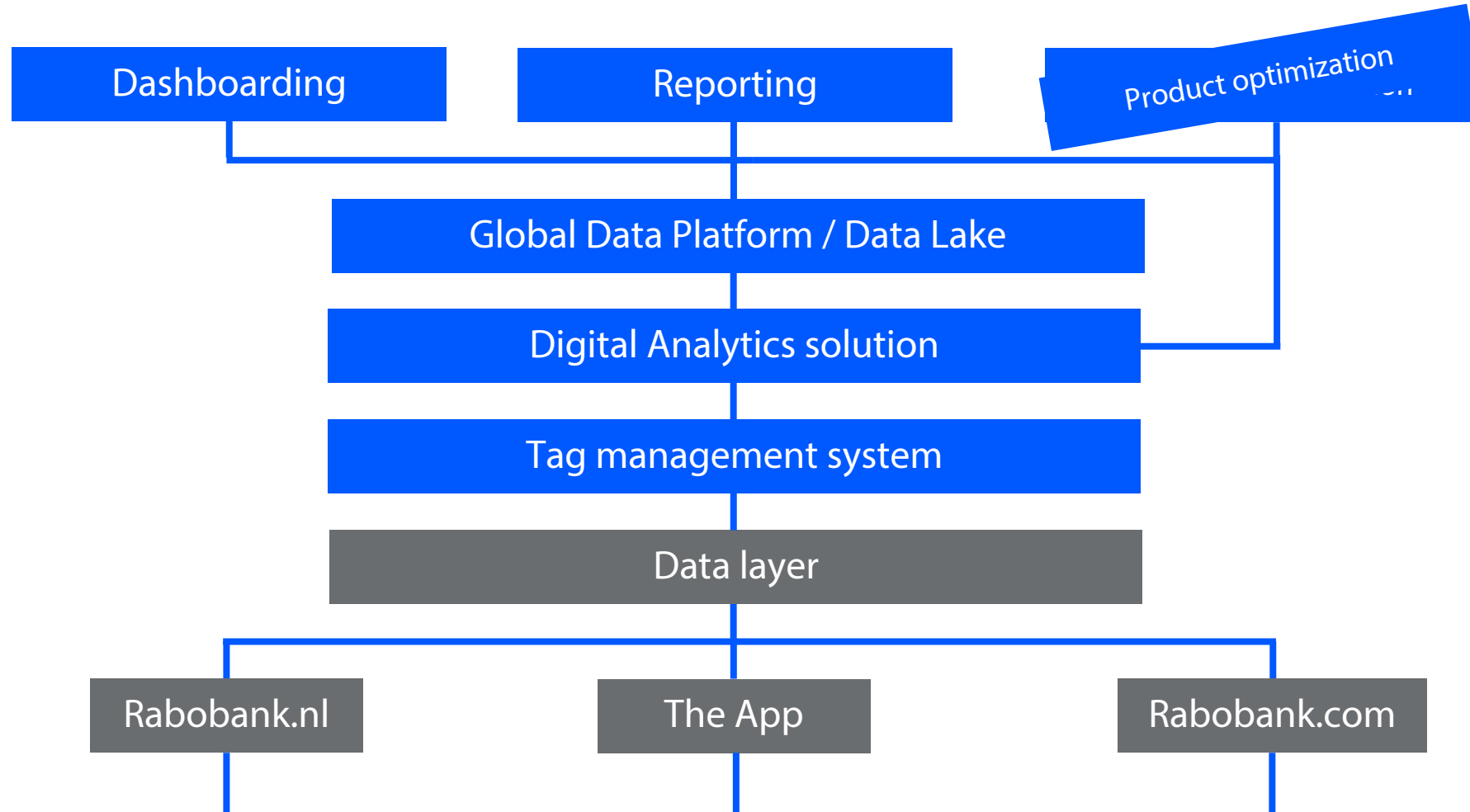
As a preparation for the implementation



*Perform an overall impact assessment
to get a good idea of the scope of the
impact*

Getting a lay of the land

As a preparation for the implementation

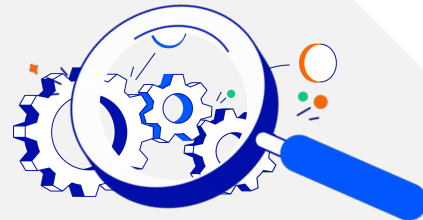


Getting a lay of the land

As a preparation for the implementation



Perform an overall impact assessment to get a good idea of the scope of the impact

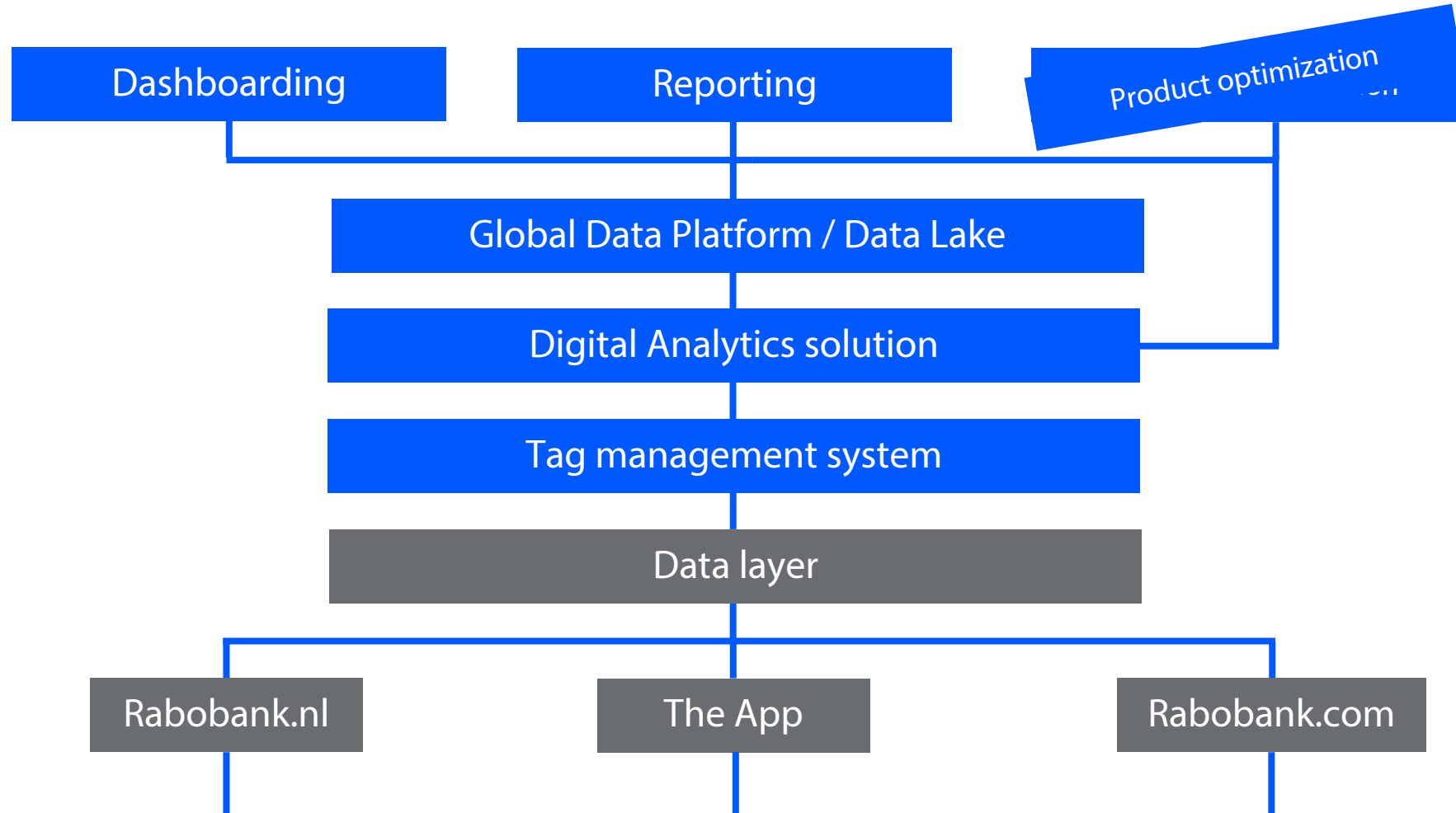


Determine the parts that we have to update.

Everything else that's beyond your control has to be informed.

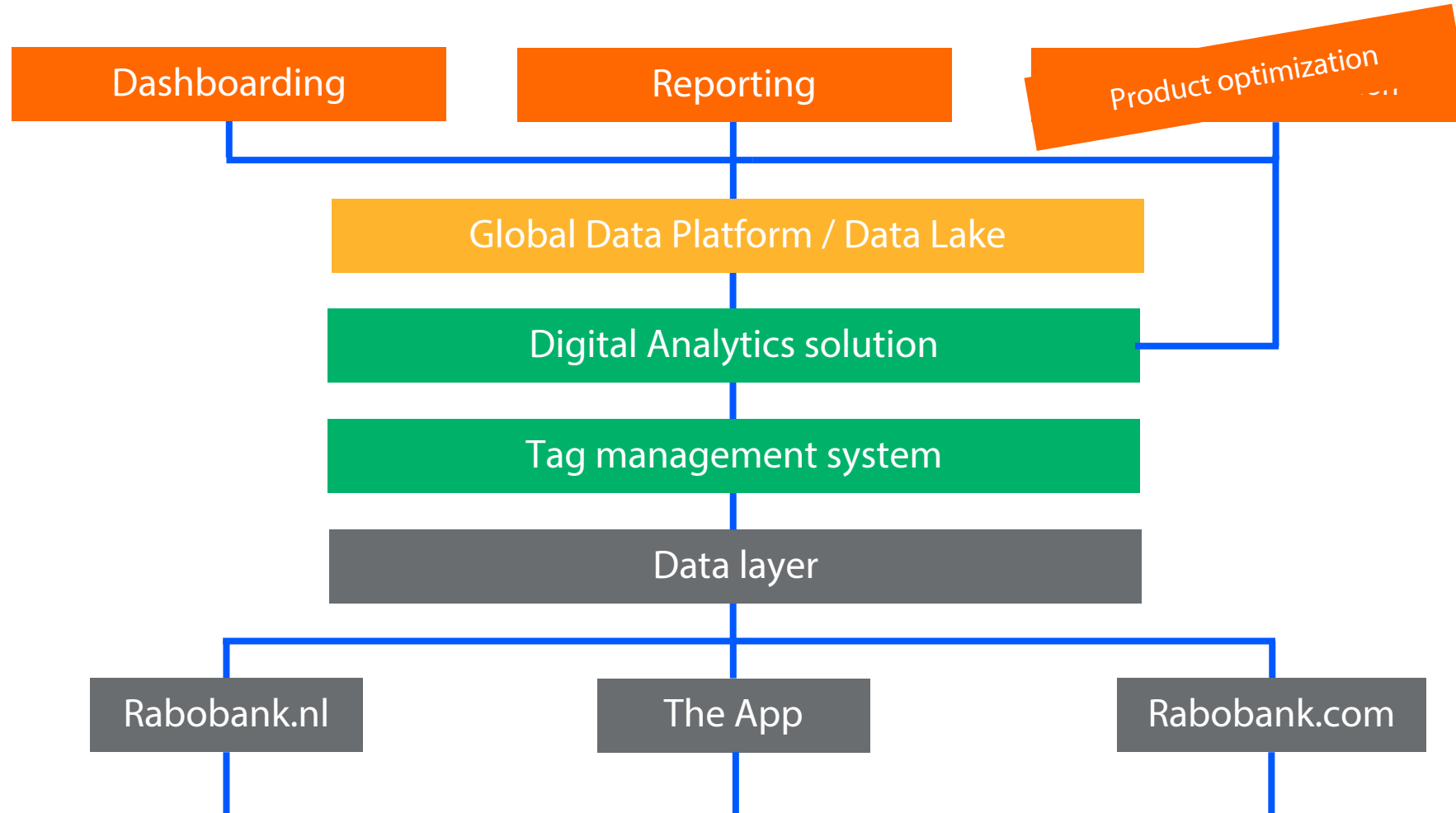
Getting a lay of the land

As a preparation for the implementation



Getting a lay of the land

As a preparation for the implementation

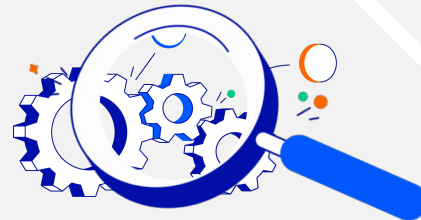


Getting a lay of the land

As a preparation for the implementation



Perform an overall impact assessment to get a good idea of the scope of the impact



Determine the parts that we have to update.

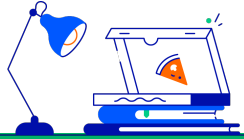
Everything else that's beyond your control has to be informed.



Prioritizing the parts that we can move to fit the new solution

Starting the implementation

Desk research



Request for information



Request for proposal



March, 2022

Contract signed!



Extensive Compliancy check-up



Preparations for implementation



Implementation



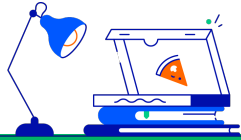
Training



June, 2023

Starting the implementation

Desk research



Request for information



Request for proposal



March, 2022

Contract signed!



Extensive Compliancy check-up



Preparations for implementation



Implementation



Training

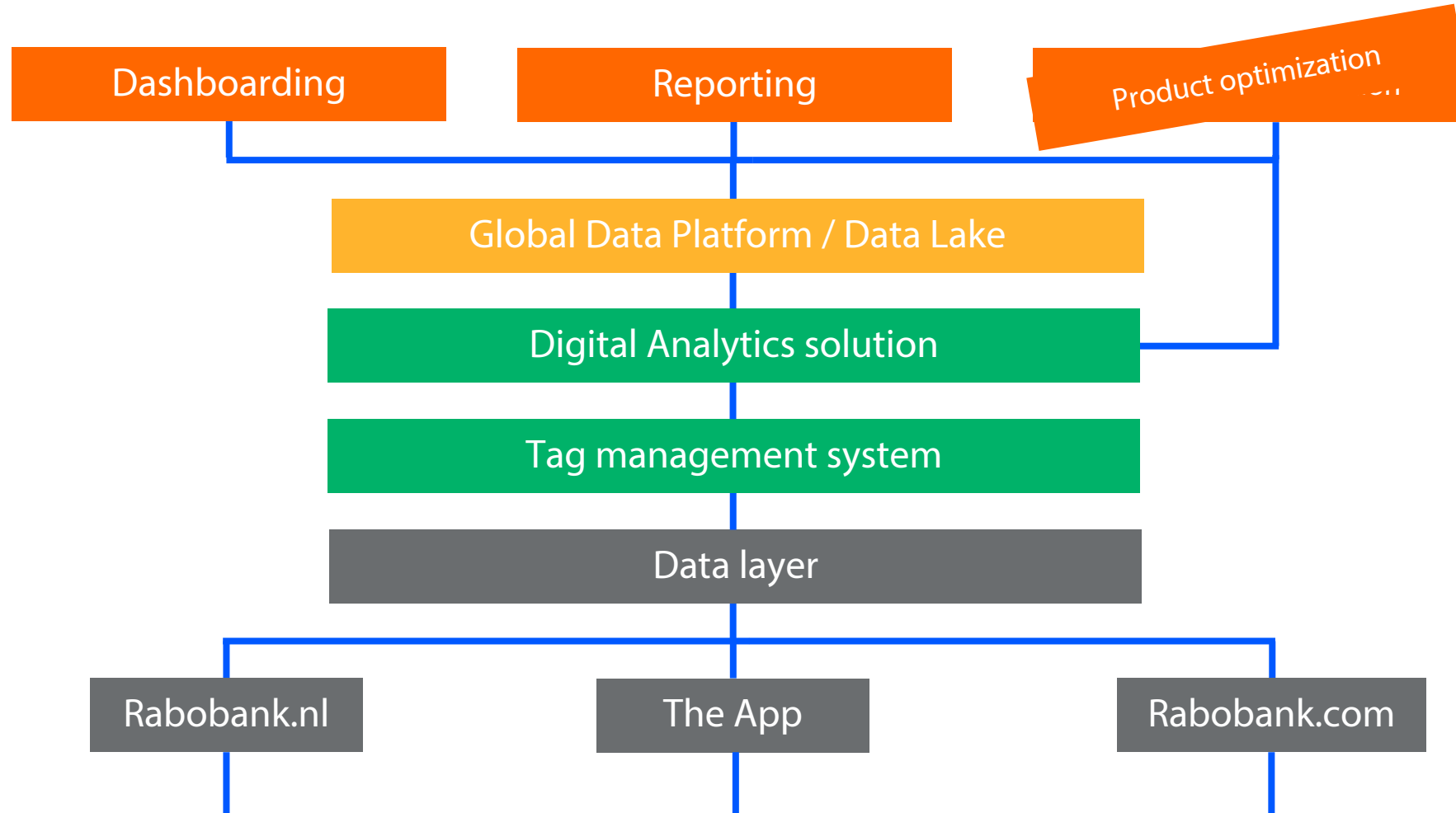


June, 2023

March, 2023

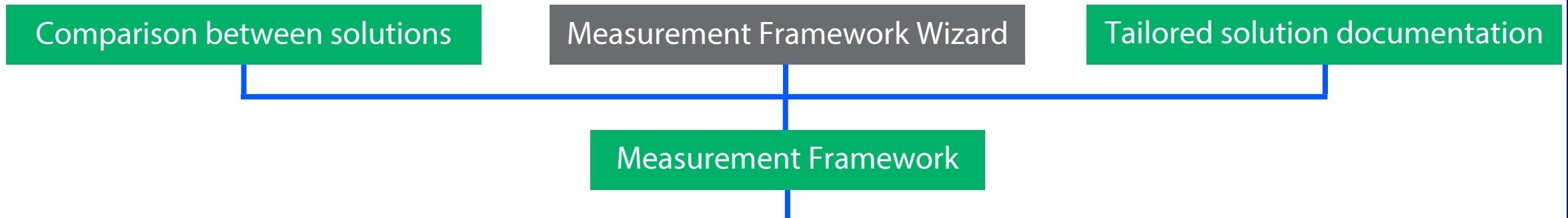
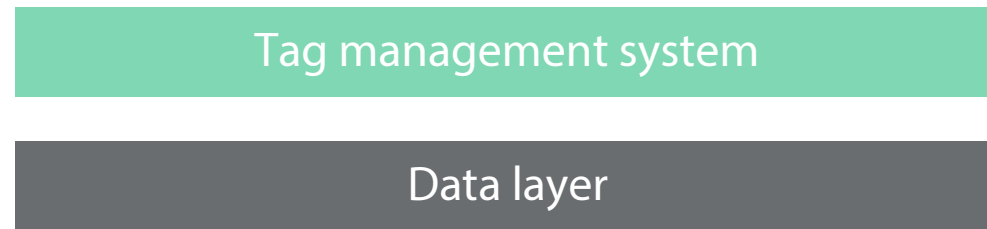
Adjusting the foundation

And sharing our knowledge with our stakeholders



Adjusting the foundation

And sharing our knowledge with our stakeholders



Ad

And sh

nieuwe klant - betaalrekening aanvragen





Previous

Next

- 1 Introduction
- 2 Application
- 3 Define steps
- 4 Summary
- 5 Overview

Application information

List of measurement plans

#	Application Id	Squad	Actions
1	nieuwe klant - betaalrekening aanvragen 	Stargate	   <div data-bbox="2114 621 2254 664"> Actions ▾ <ul style="list-style-type: none"> Copy <u>Request validation</u> Validate Delete </div>

What is the Measurement Framework?

The Measurement Framework helps you see what is going on in your online processes. Learn more about the framework with our introductory animated video.

Documentation

Visit our Confluence page for conventions and guidelines to create, validate, implement and test your measurement plans to gain valuable insights into the performance of the application and/or pages.

Attributes

Attribute 1 ⓘ

Contains type of flow: hypotheek en beta...

Attribute 2 ⓘ

When package is chosen contains type of

Attribute 3 ⓘ

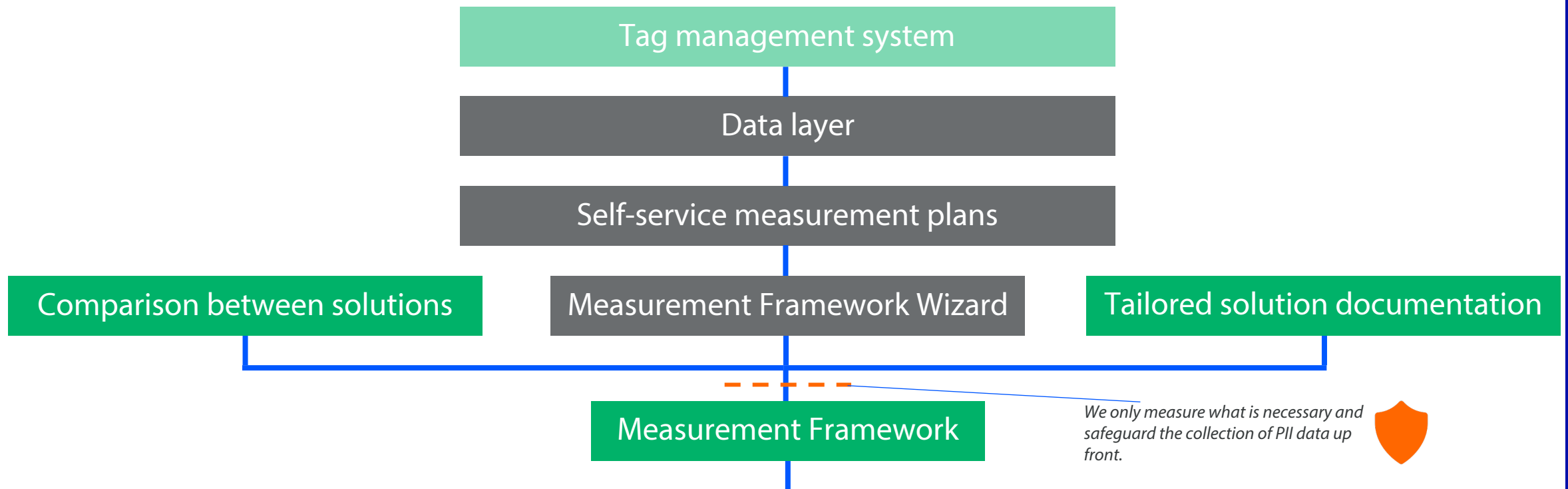
Attribute 3

You've created your Measurement Plan and your plan has been approved by the system. But what does implementing a Measurement Plan mean? What has to happen? Implement "Implement" throughout the Measurement Framework. This page will explain these ques...

What does implementing a Measurement Plan mean? The implementation of a Measurement Plan means that you will have to integrate piece... the Rabobank, which are moving more and more towards a Single Page Application this... the on click/blur triggers of an element.

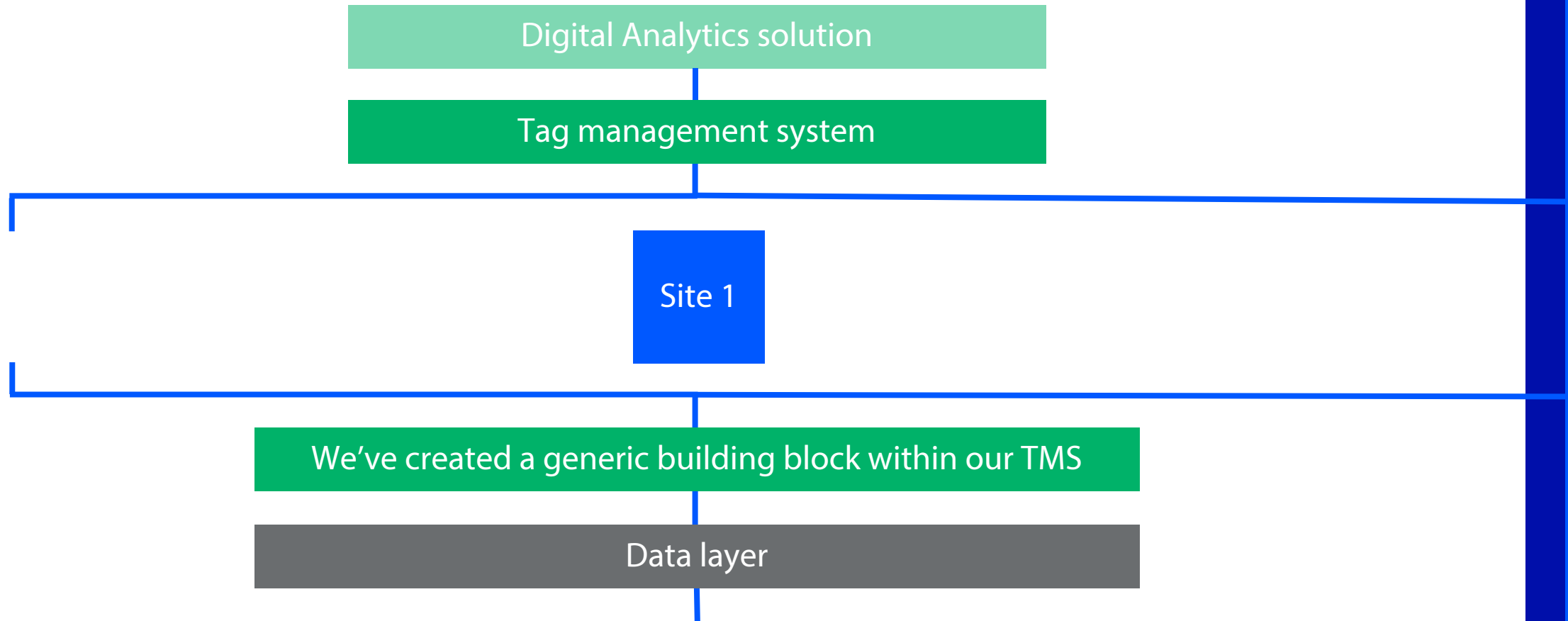
Adjusting the foundation

And sharing our knowledge with our stakeholders



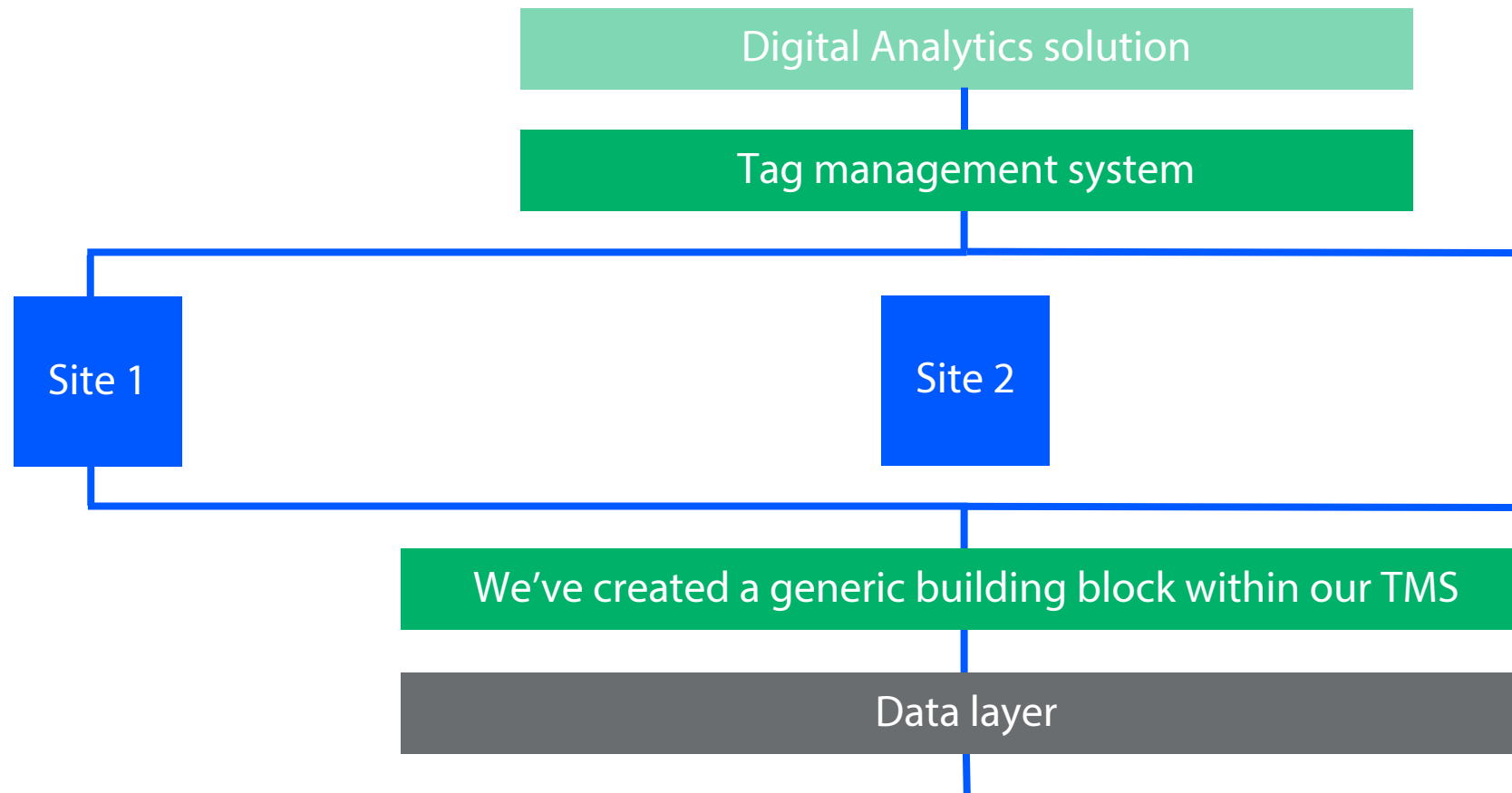
Replacing the engine

With a generic “build once, us for many” future proof building block



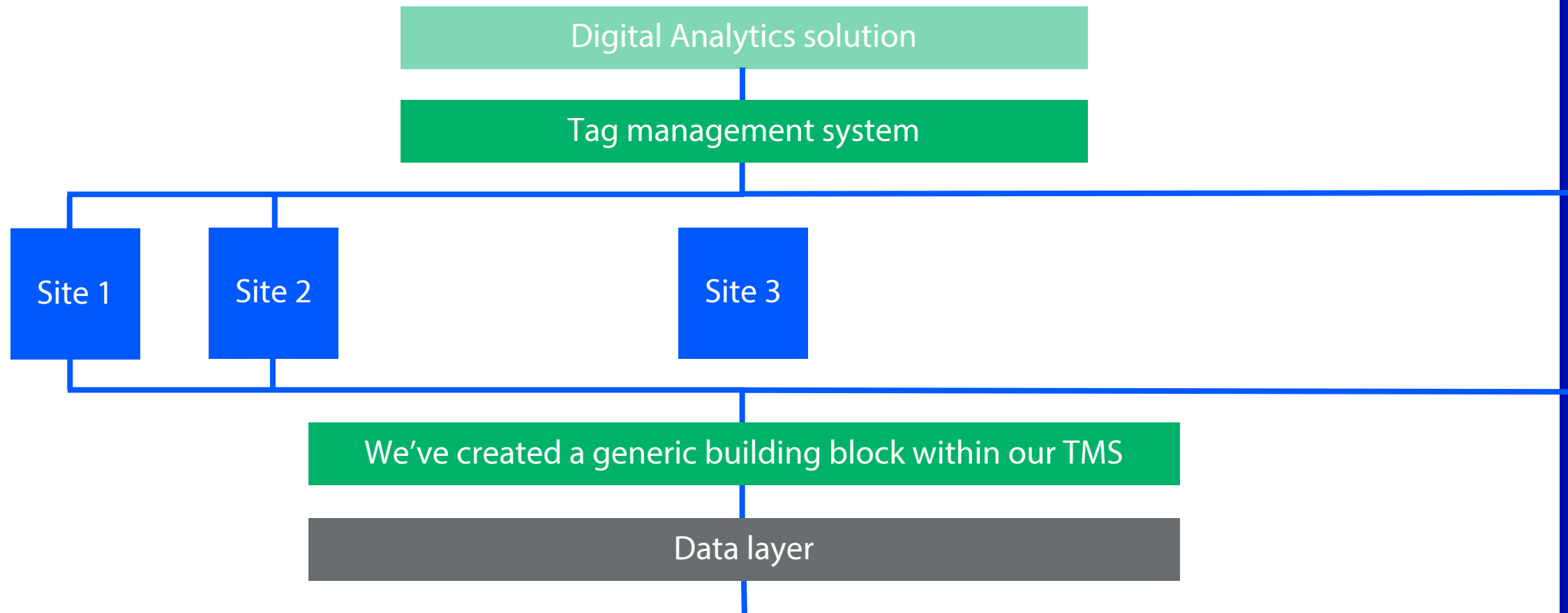
Replacing the engine

With a generic “build once, us for many” future proof building block



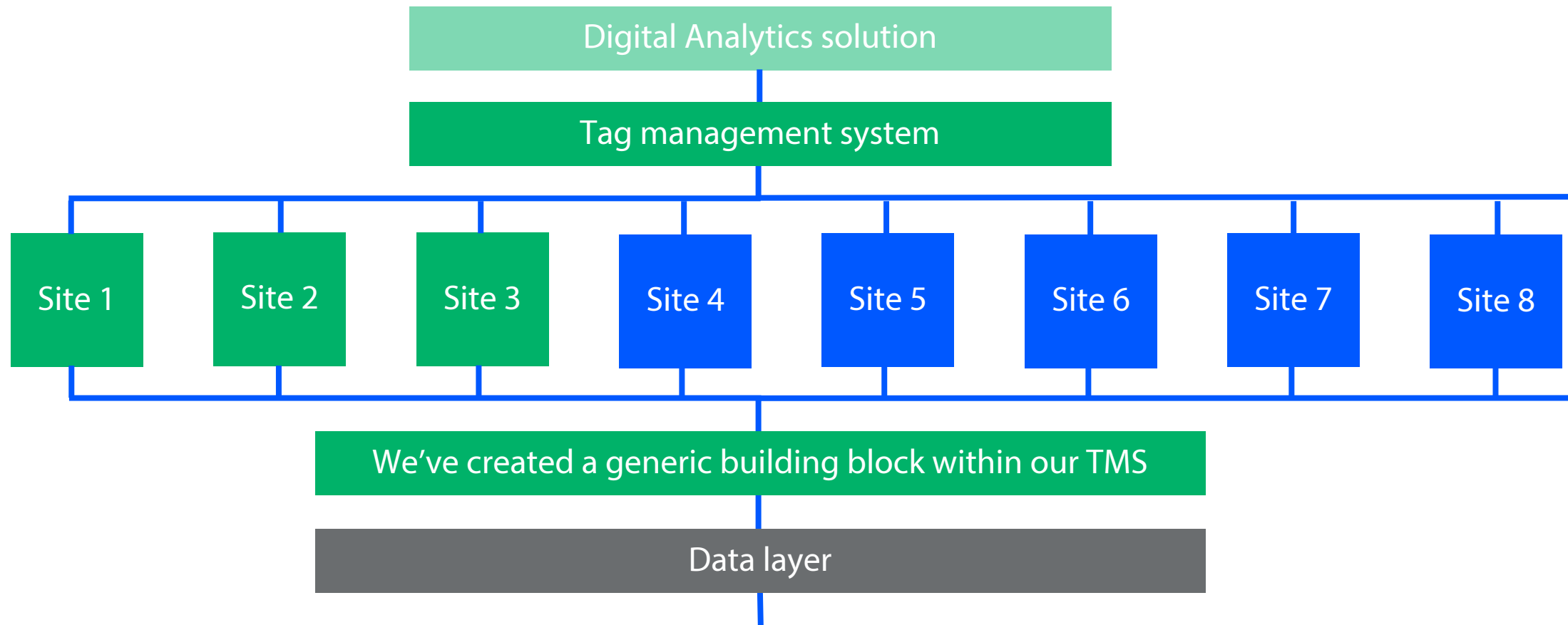
Replacing the engine

With a generic “build once, us for many” future proof building block



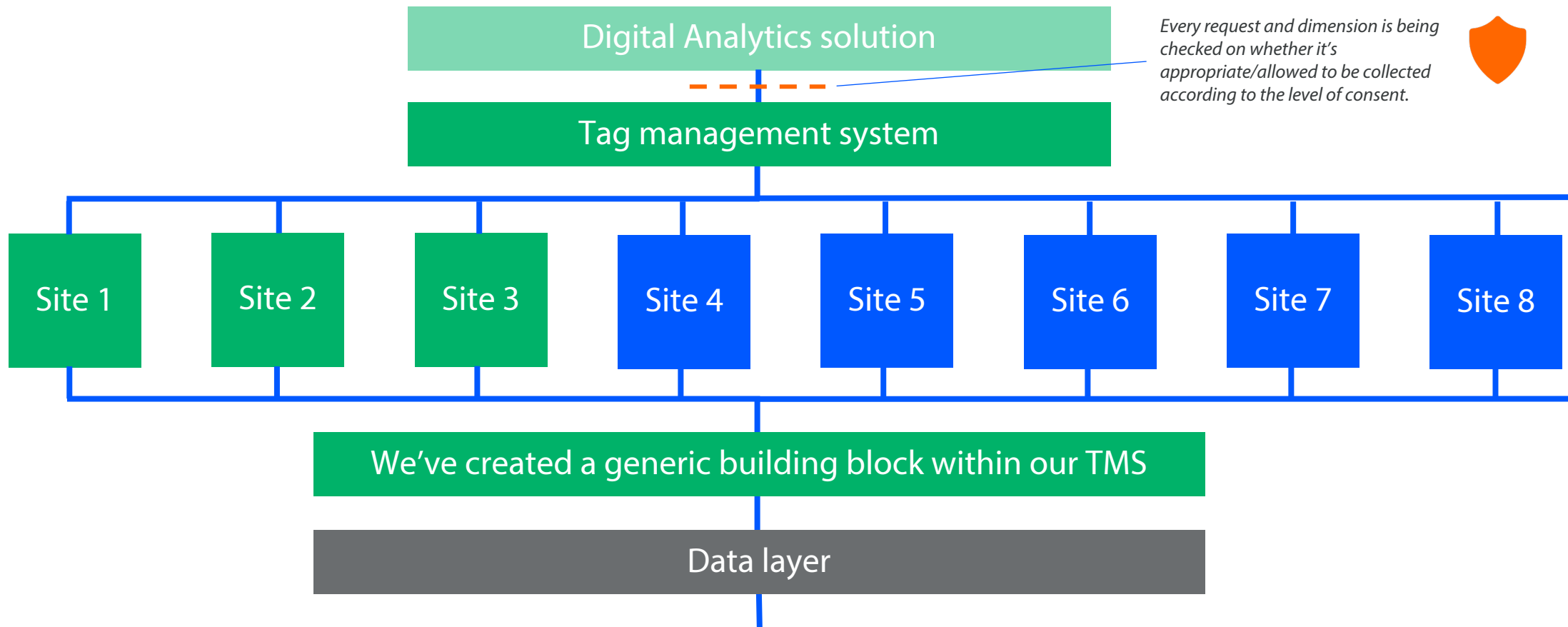
Replacing the engine

With a generic “build once, us for many” future proof building block



Replacing the engine

With a generic “build once, us for many” future proof building block



Every request and dimension is being checked on whether it's appropriate/allowed to be collected according to the level of consent.

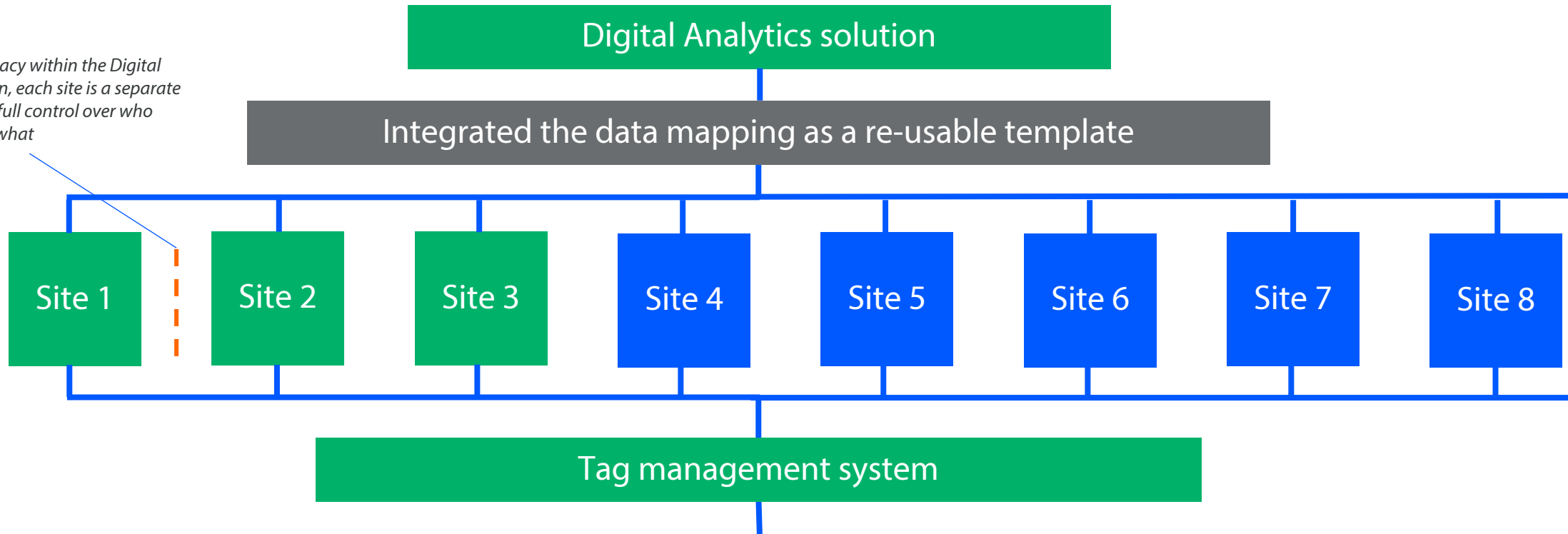


Configuring the new solution

In a way that fits the generic approach that we've used everywhere

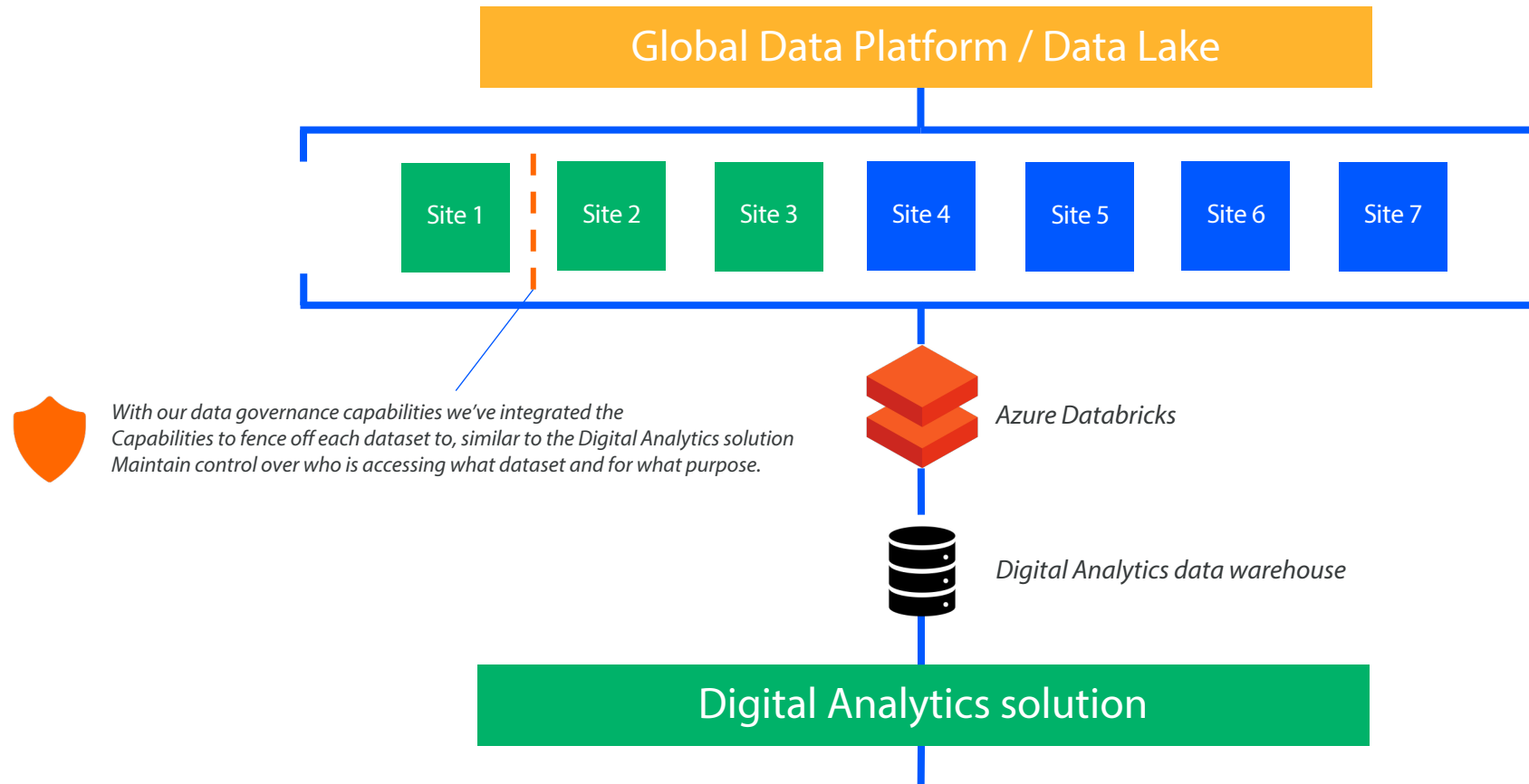


To maintain privacy within the Digital Analytics solution, each site is a separate entity, giving us full control over who needs to access what



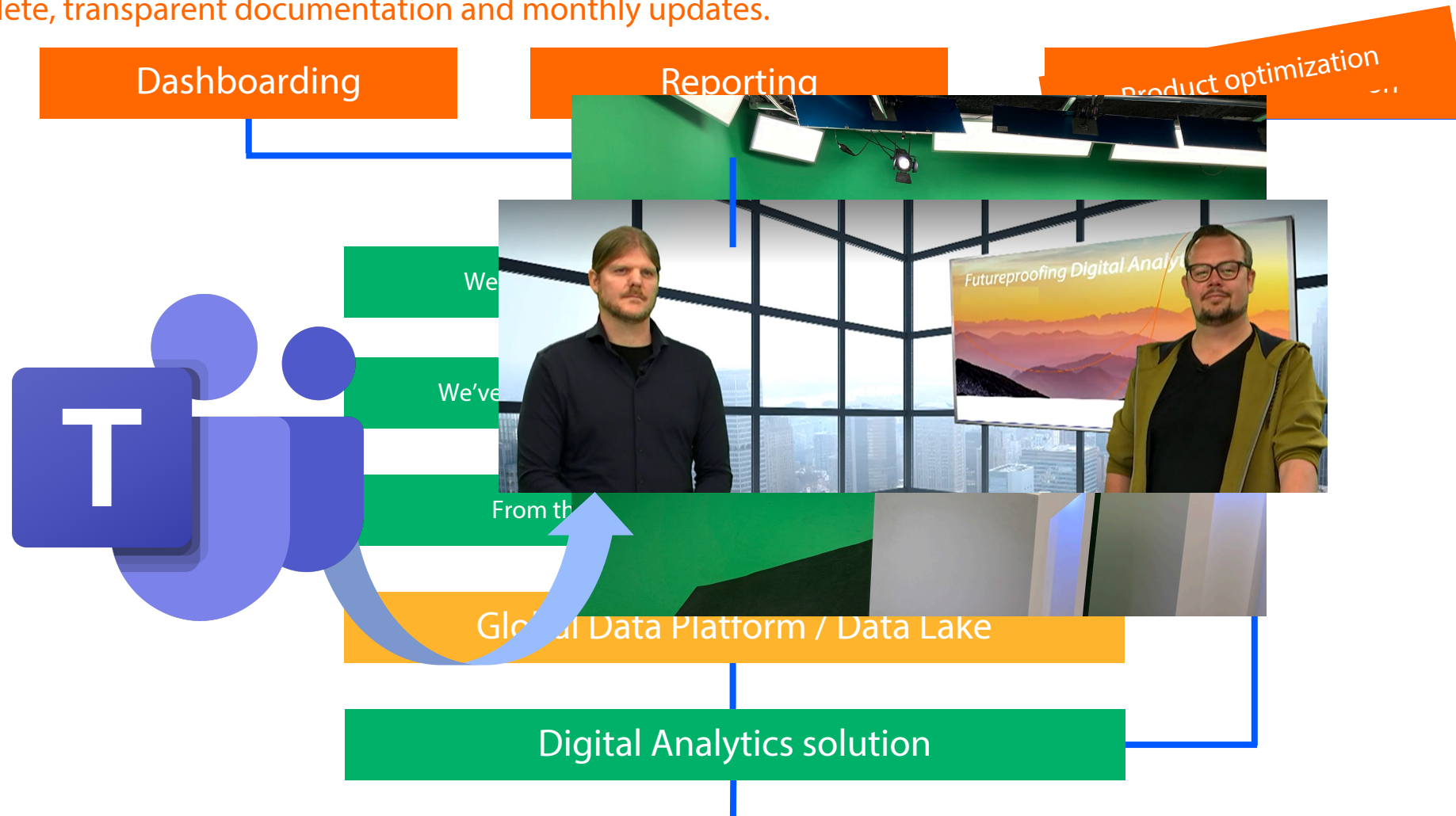
Setting up the data pipeline to our data lake

To answer the broader Digital Analytics use cases



Keeping our stakeholders informed

With complete, transparent documentation and monthly updates.



Finished the initial implementation

Desk research



Request for information



Request for proposal



March, 2022

Contract signed!



Extensive Compliancy check-up



Preparations for implementation



Implementation



Training



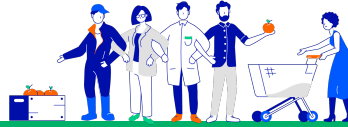
June, 2023

Finished the initial implementation

Desk research



Request for information

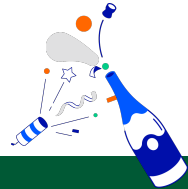


Request for proposal



March, 2022

Contract signed!



Extensive Compliancy check-up



Preparations for implementation



Implementation



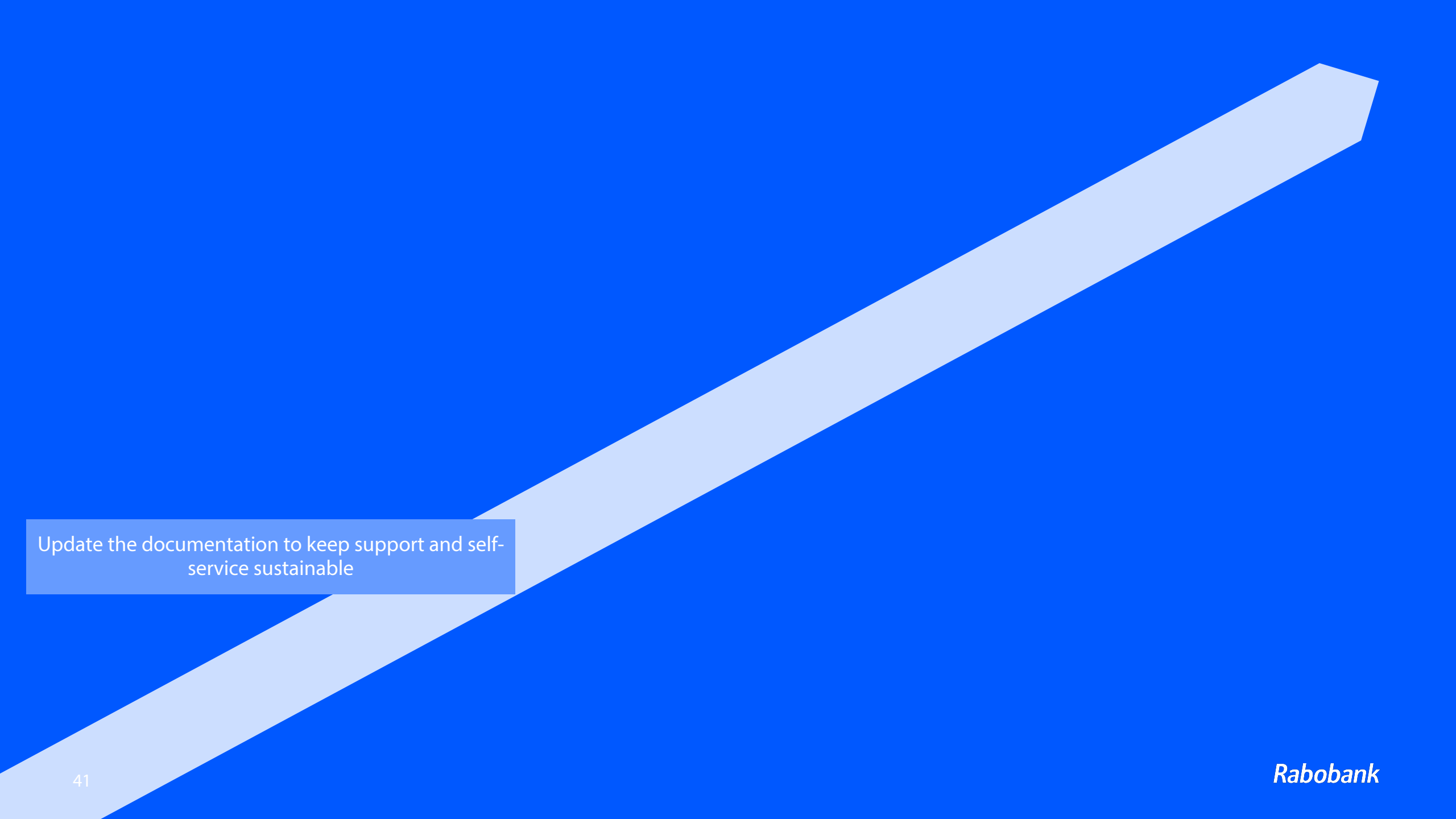
Training



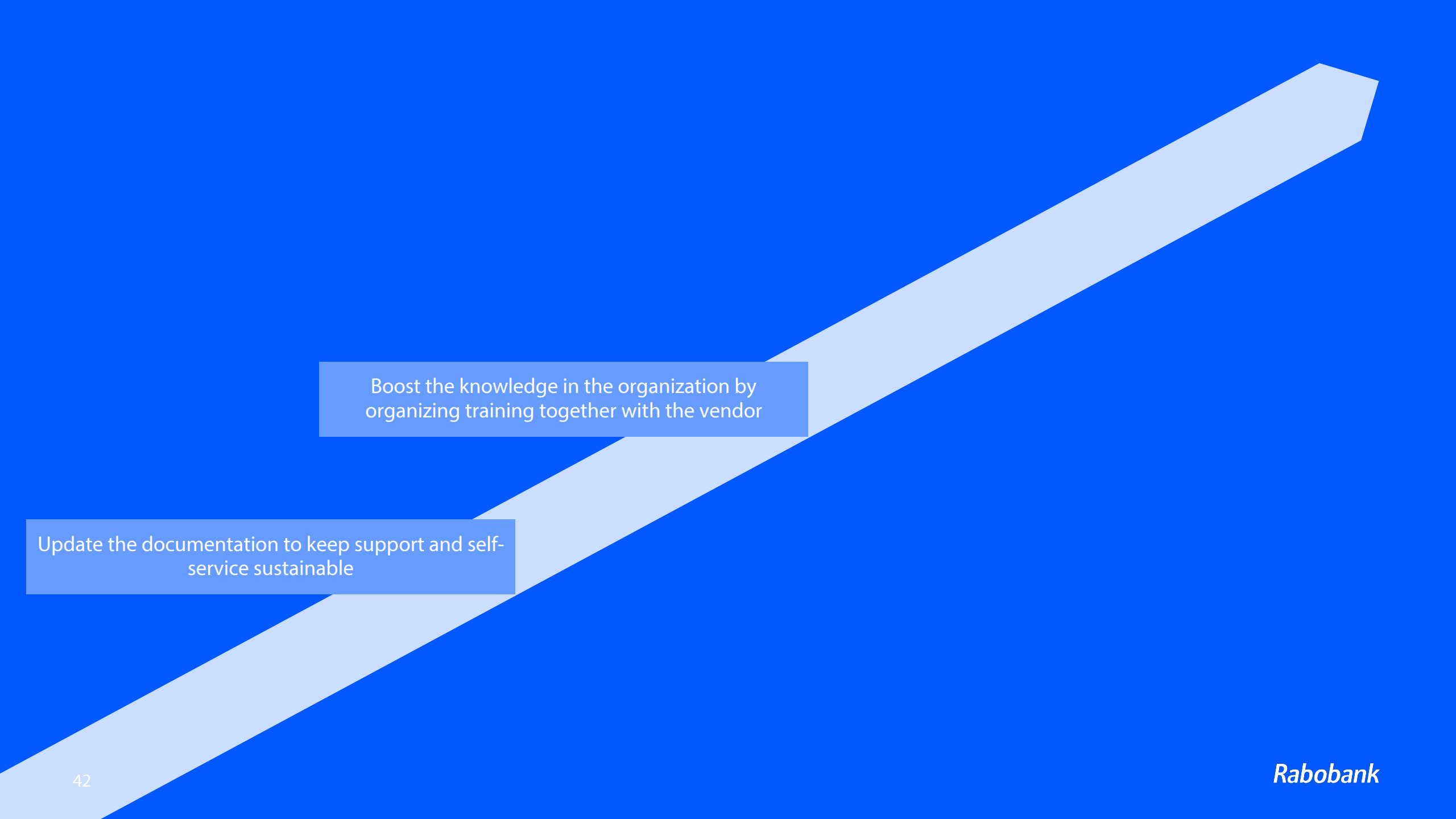
June, 2023



What did we learn?

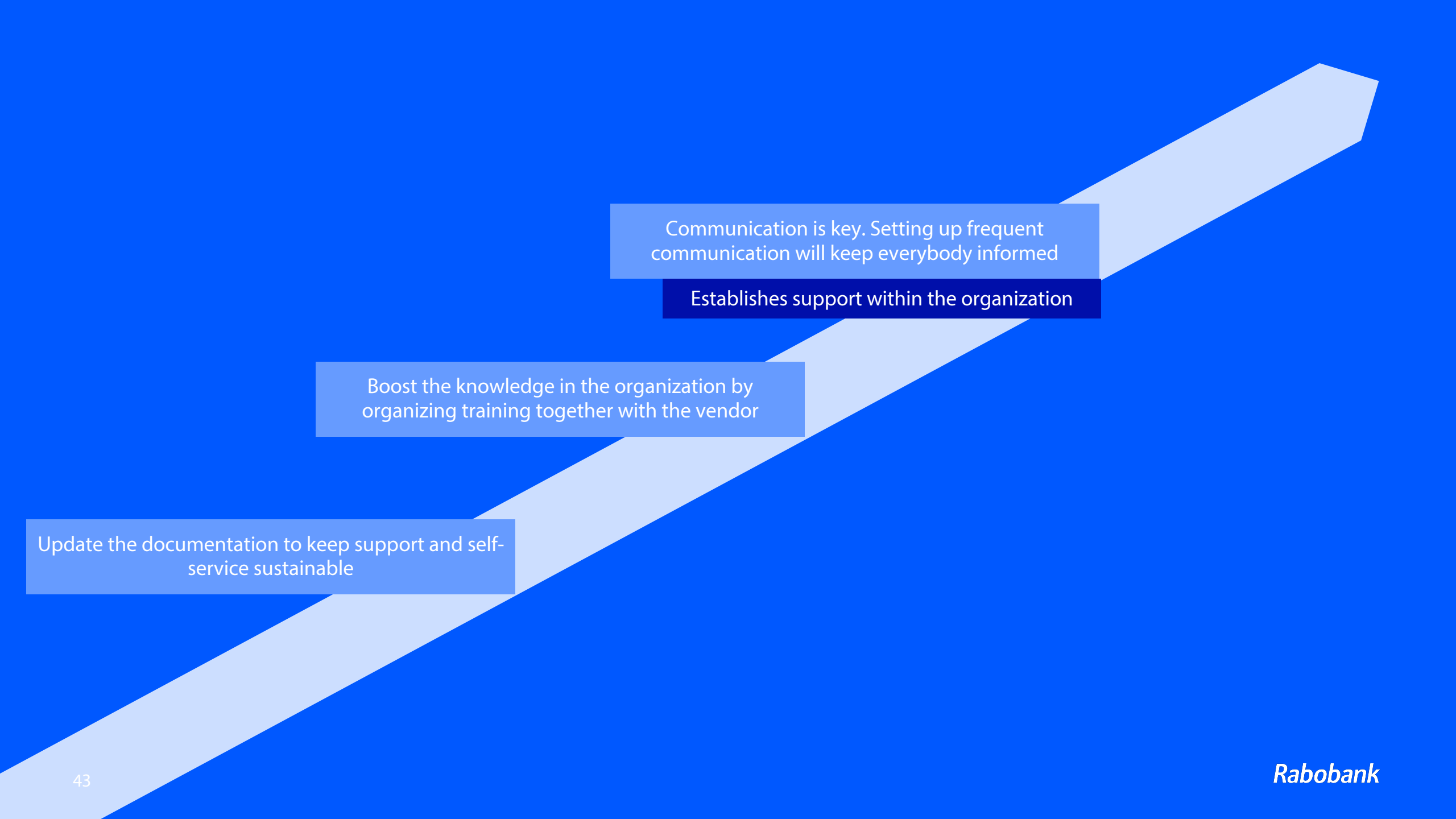


Update the documentation to keep support and self-service sustainable



Boost the knowledge in the organization by organizing training together with the vendor

Update the documentation to keep support and self-service sustainable



Communication is key. Setting up frequent communication will keep everybody informed

Establishes support within the organization

Boost the knowledge in the organization by organizing training together with the vendor

Update the documentation to keep support and self-service sustainable

Having a **solid foundation** helped us speed up tremendously

Communication is key. Setting up frequent communication will keep everybody informed

Establishes support within the organization

Boost the knowledge in the organization by organizing training together with the vendor

Update the documentation to keep support and self-service sustainable

Thank you for your attention



Stefan Leever

Product Manager Customer Engagement