Harmonizing Your Data with Marketing Cloud Intelligence

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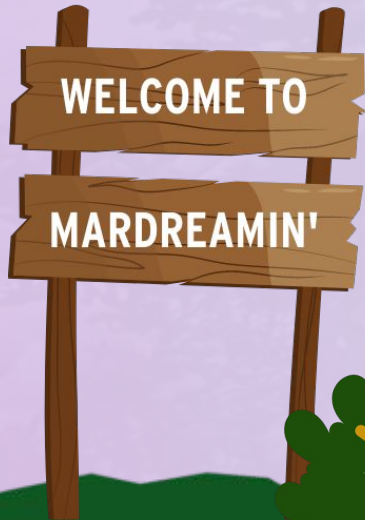
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Agenda

WELCOME TO

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- Marketing Cloud Intelligence Overview
- Connecting Data in Marketing Cloud Intelligence
- Harmonizing Your Data Across Data Sources
- Platform Functionalities After Harmonization

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An introduction to Marketing Cloud Intelligence (formerly Datorama)

Marketing Cloud Intelligence, briefly noted

Marketing Cloud Intelligence can:

- Aggregate and harmonize your data
- Act as your source of truth in reporting
- Showcase your data in beautiful, user friendly dashboards

Other features include:

- Pivot tables
- Action alerts for set criteria across your data
- Integrations with Tableau

Premium features include:

- Sandbox environments
- Media pacing
- Data lake storage for granular data sets

Measurements and Dimensions

Measurement
- A numeric value that you can aggregate (i.e., sum or average)
- Examples: media cost, clicks, impressions, likes, conversions

Dimension
- A text, date, or key/ID value
- Allows slicing or pivoting measurements
- Examples: month, campaign name, channel, vertical

Entity
- An object with a key and descriptors (attributes) related to it
- Can have connections between them, for instance campaign is linked to media buys and products

Variable
- Stand-alone dimensions, such as geo-location data or device categories
- Pertain to the dataset, rather than to a specific entity
- Examples: geo, device, location

Source: https://help.salesforce.com/s/articleView?id=000392090&type=1

Entities: An Overview
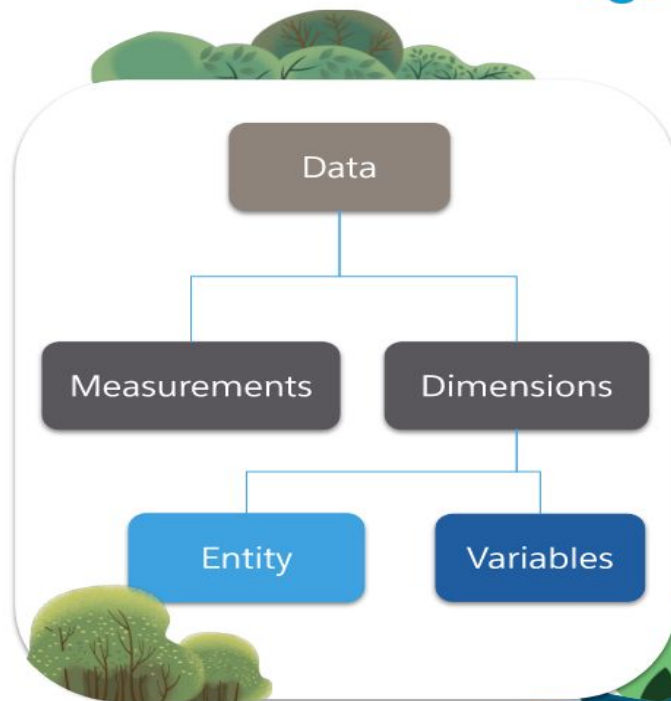
Deep Dive into Entities: Driver License Example

Cody the Bear's Drivers License is an example of an Entity!

California

DL: 174350679
Name: Cody the Bear → Attribute (Name)
Sex: M
Height: 7'
DOB: 09/15/2015
Key
Attribute

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Entity: An item with a key and attributes related to it. Entities can have connections between them, for instance a campaign is linked to media buys and products.

Entity Key
- Uniquely defines the entity and is most commonly an alphanumeric or numeric value
- Can also be a text value as long as it's unique!
- DL: **174350679**

Entity Attribute
- Descriptor of the entity key
- Defines an entity key in a one-to-one relationship
- Name: **Cody**, Sex: **M**, Height: **7'**, DOB: **09/15/2015**
- Entity name is the most common and frequently used attribute

Source: https://help.salesforce.com/s/articleView?id=000392090&type=1

The Marketing Cloud Intelligence Data Model

Marketing Cloud Intelligence's data model process uses AI to match your uploaded data to pre-built (and custom) data stream types

- All datastream types are marketing centric while providing flexibility beyond that framework.

- Various data models can be seen to the right. The most frequently used types are Ads and Conversions.

- Generic data types allow you to create data models within whatever framework suits your data, but can be difficult to join to other data points.

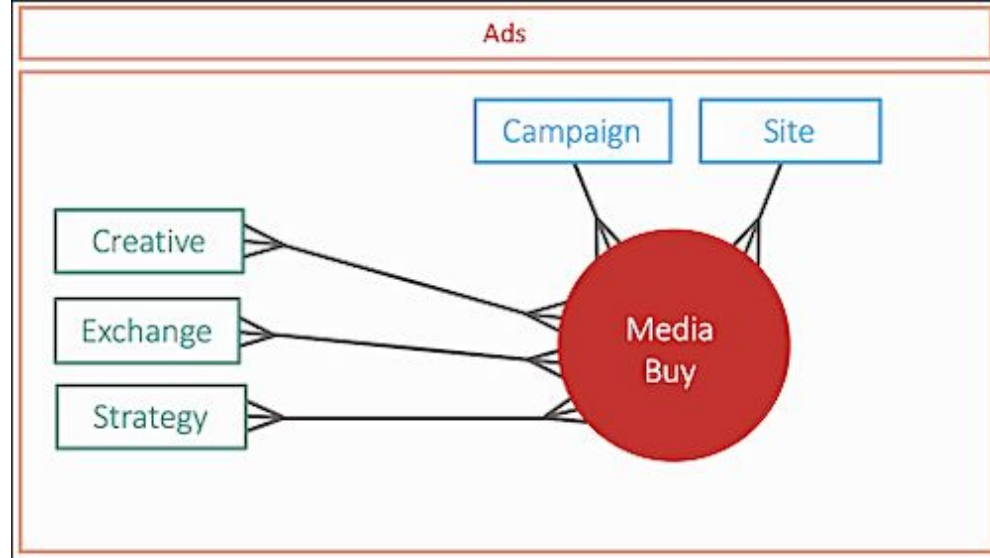Source: https://help.salesforce.com/s/articleView?id=sf.dato_data_model.htm&type=5
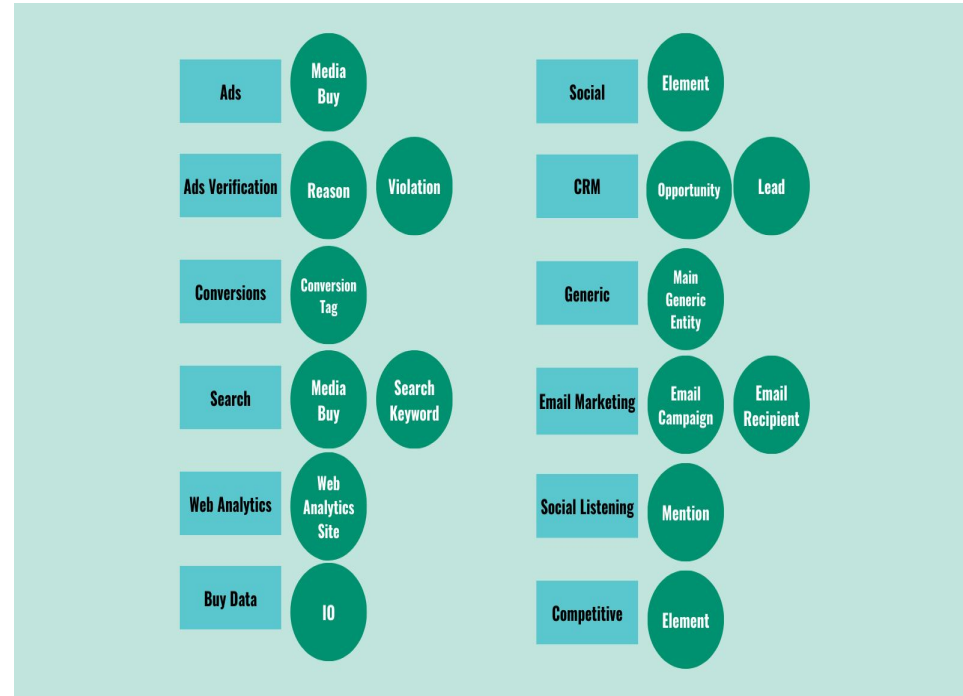
Most Common Data Stream Type: Ads Data

- Ads data streams are centered around media buys and their associated keys (Campaign, site, creative, exchange, strategy)-as you can see, the media buy key is the core of this model.

- Ads data stream metrics tend to center around clicks, impressions, and costs associated with ads, though the platform has a great deal of flexibility in associating metrics with data.

Source: https://help.salesforce.com/s/articleView?id=sf.dato_data_model.htm&type=5

In Summary

- Intelligence is an easy to use, constantly relevant tool for marketers
- Intelligence has connections to over a hundred marketing APIs and numerous technical connections for all your data needs
- Harmonization can come in many forms in this platform- data can be transformed and harmonized front-end and back-end by a multitude of methods
- Harmonizing is only the beginning-the platform is full of possibilities to showcase and share your data and insights

Questions?

Thank You!