



Health Insurance Company Improves Marketing Operations with **Data Standardization**

COMPANY

A leading health insurance provider

PRODUCTS USED

Claravine's Platform: [The Data Standards Cloud®](#)

THE CHALLENGE

Time-Intensive, Manual Campaign Tracking

Operating with an independently owned state-by-state model, this national health insurance provider doesn't have centralized data standards, reporting, or shared resources.

The Digital Platform & Data Optimization team for an eastern division faced a significant challenge with campaign classification in Adobe. At the time it was time-intensive, inefficient, and left room for manual errors. Limitations with their existing systems didn't provide a full view of their data – leaving them without tracking and performance analytics to understand the success of their programs. The dashboards they did have were overly complex and included unnecessary data, making them difficult to understand and glean actionable insights from. They were effectively useless to anyone on the marketing team who didn't have a strong data analyst background.

Building a robust, strategic analytics function helped up-level the business to be more **FUNCTIONAL AND SUITED FOR GROWTH.**

SOLUTIONS & RESULTS

Adobe Analytics Integration for 360° Dashboards

The team needed a pre-campaign tool that could integrate into Adobe Analytics and organize their data upfront to allow for useful reporting. They selected Claravine's platform, The Data Standards Cloud, to facilitate data standards and improve performance tracking across marketing programs.

Standardized Templates Empower Teams to Independently Manage Projects

Standardized templates serve as the starting point across their marketing functions. This has given smaller teams within the region a blueprint to follow for campaign data. Having connected templates across teams saves time by only collecting the data a specific team is responsible for and passing it to the next within another template. A well-identified and automated approval process empowers the Admins to manage their workflow while keeping checks and balances.

Multiple Dimension Dashboards for Streamlined Reporting

Connecting Claravine with Adobe Analytics allowed the customer to view their campaigns using side-by-side multiple dimension columns. Now, when a new campaign is created in The Data Standards Cloud, all the campaign metadata is automatically mapped to the Adobe classifications. When the data gets pushed out to Adobe Analytics, that metadata comes with, using the campaign tracking code as its key. This gives the analyst the simplified dashboard view and intuitive reporting needed to communicate with senior leaders. With this cleaner view of campaign data, the analyst has easier and more productive conversations with senior leaders using visualizations they quickly understand without explanation.

LOOKING AHEAD

Building a robust, strategic analytics function helped up-level the business to be more functional and suited for growth. They went from a disorganized Marketing team where each functional area operated independently and inconsistently to each other. All without insight into what was driving results to now, being a sophisticated, planful, coordinated team that executes high-quality marketing. They are now applying the Claravine process to additional areas with a focus on content and creative optimization and creating a holistic approach to campaign planning and execution.

Get your data up to standard

Concerned about the state of your data? Whether you're starting small or ready to tackle things end-to-end, we can help.

Let's talk