



Data Foundation

The Key to Mastering Your Marketing

Mertanen & Analytics Associates
Valo Hotelli Thursday 6.3.2025

 Supermetrics

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Industry Strategist

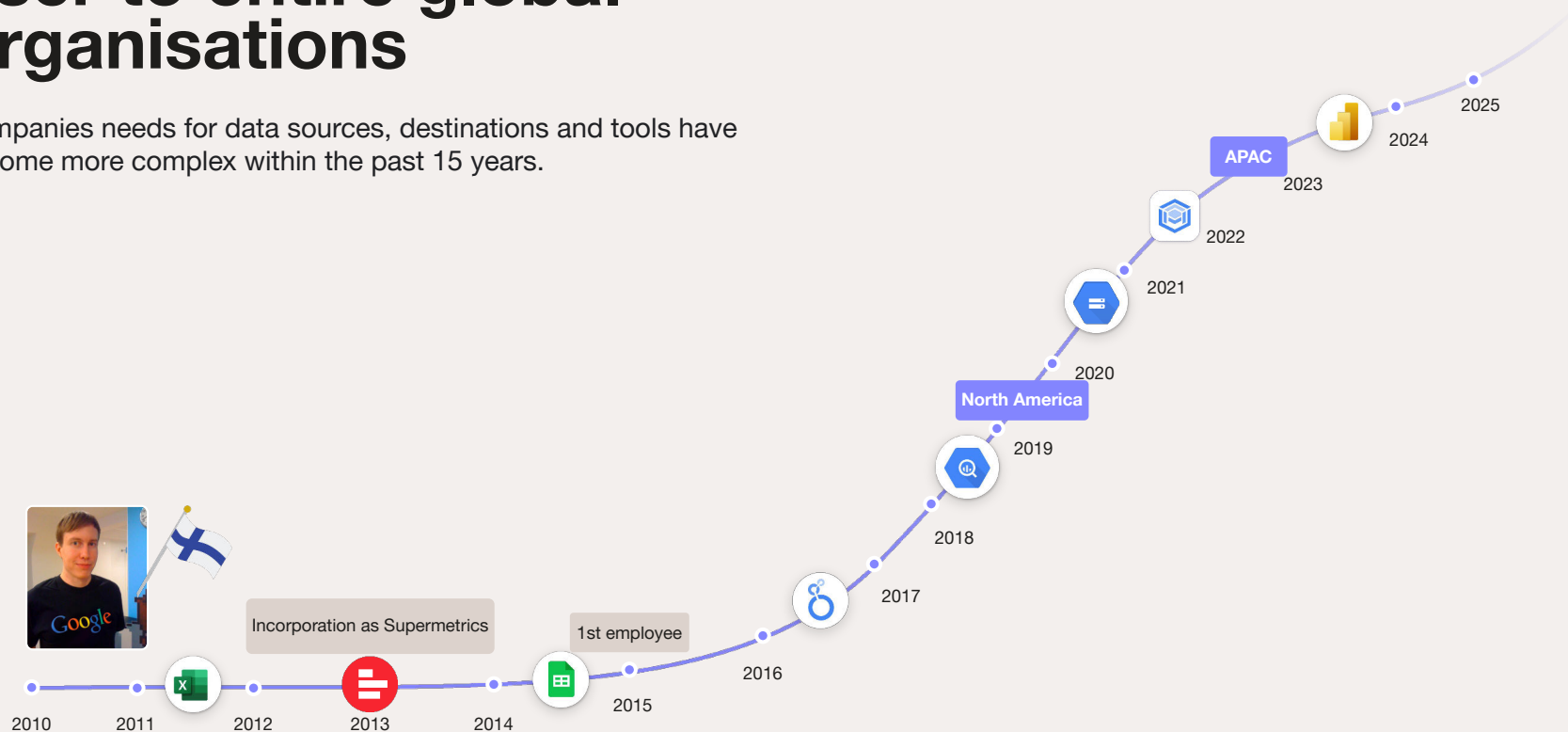
**+10 years of
experience in
media agencies**

Experience working with local and global customers from all industries, but especially FMCG and retail. Specialised in media strategy with background of digital and outdoor media in Finland and globally.

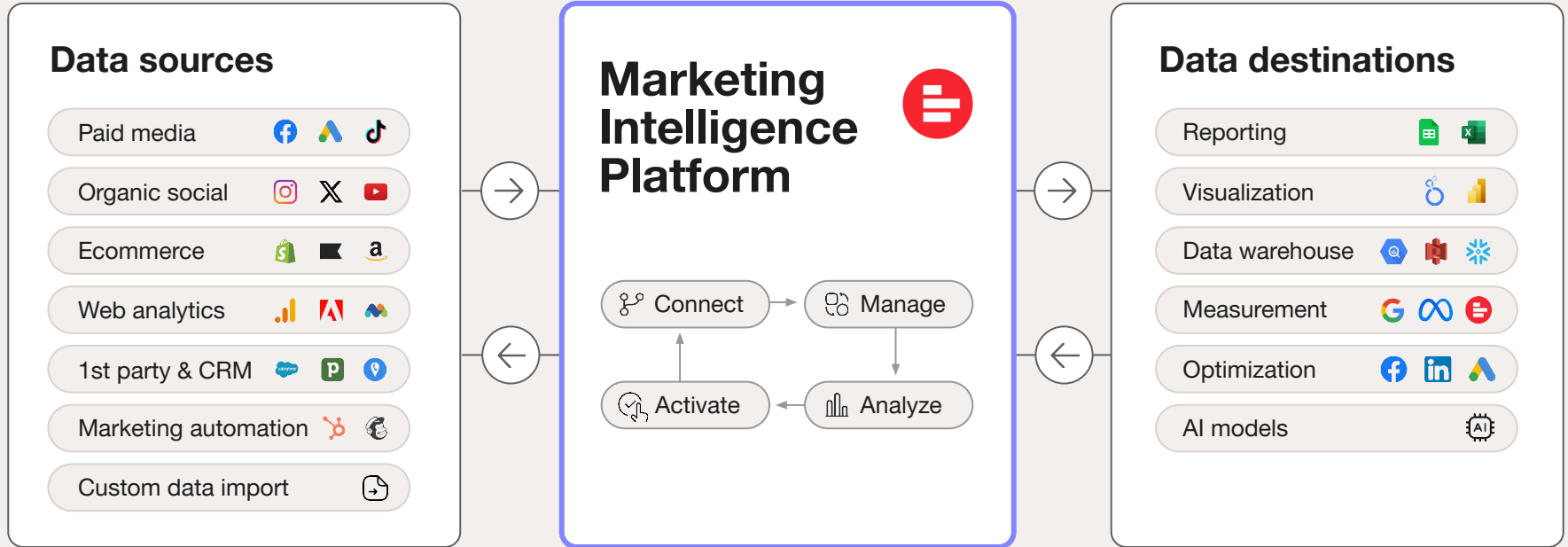


Serving marketers from a single user to entire global organisations

Companies needs for data sources, destinations and tools have become more complex within the past 15 years.



Supermetrics in a nutshell





The state of marketing

Insights from the 2025 Supermetrics Marketing Data Report



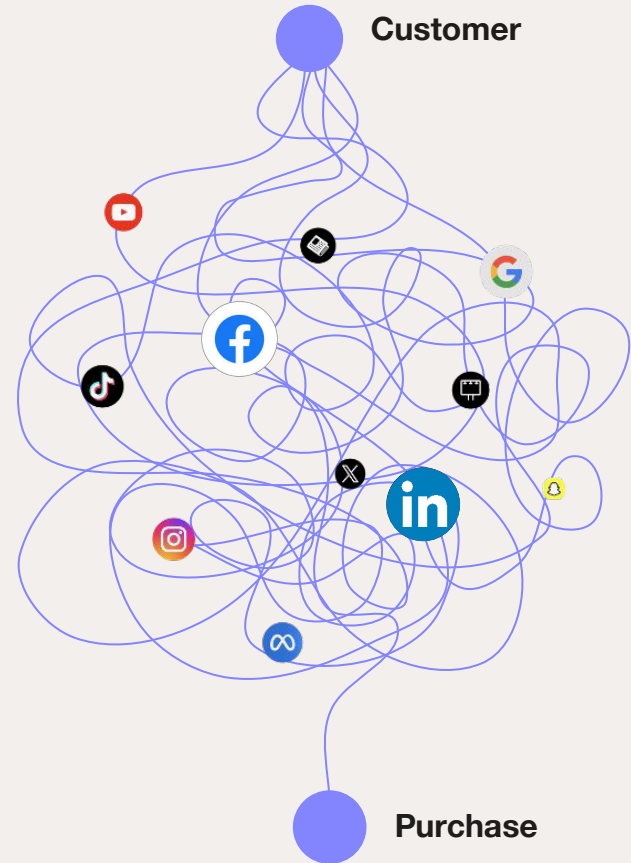


Marketing is messy



Customer journeys...

Look more
like this




Adapted from Think with Google messy middle purchase journey



And if it is messy for customers it's messy for marketers as well




We are living in a phase of too much data



230%

More data than there was in
2020



56%

Of marketers say they don't
have time to analyze their data
thoroughly



And it's not just more channels, it's more granular

Average query count

*How many searched for data
did marketers perform?*

+50%

Average rows returned

*How much data do marketers
get from each search?*

+230%

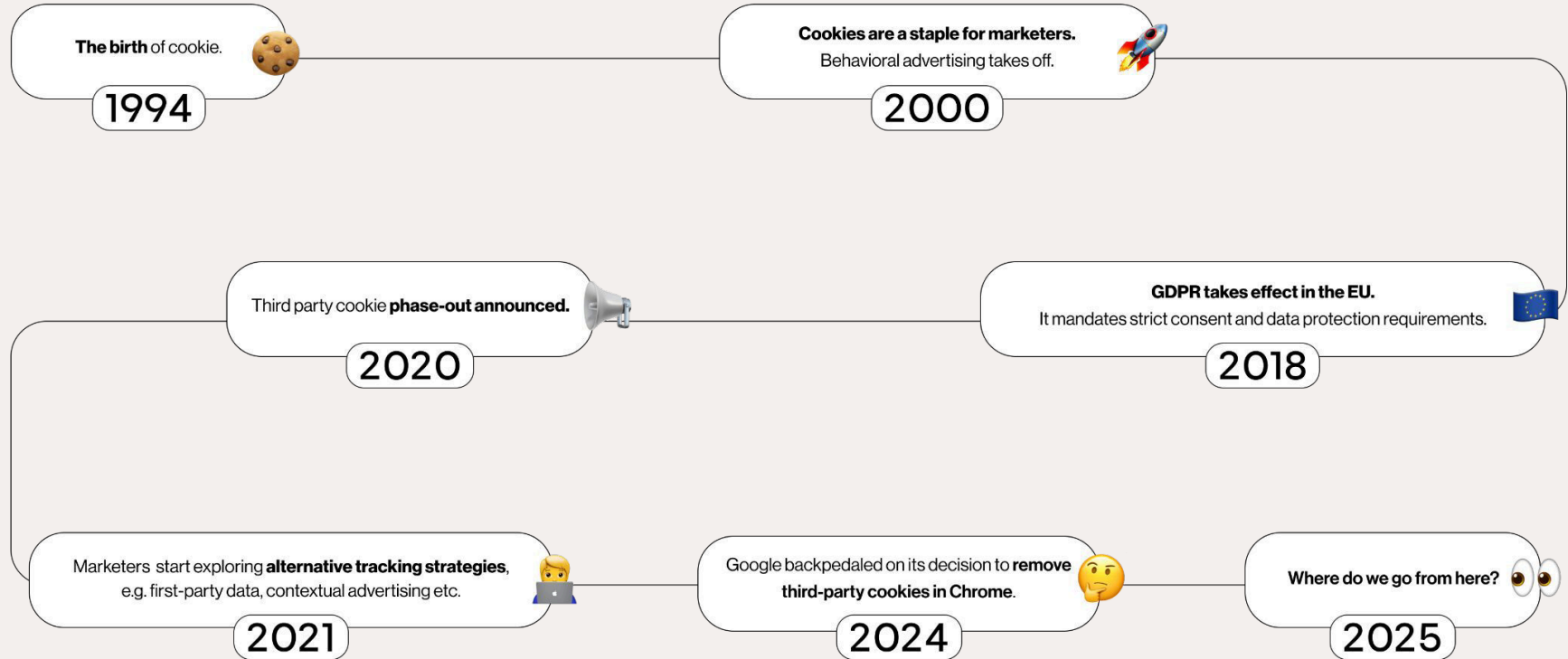
Average rows/query

*How detailed is the data from
each search?*

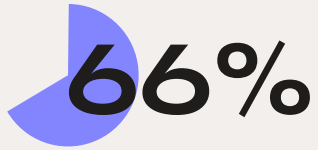
+100%



The cookie is crumbling

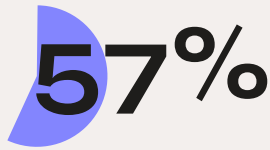


Marketers know this will cause challenges in marketing

A large blue semi-circle on the left side of the number 66%.

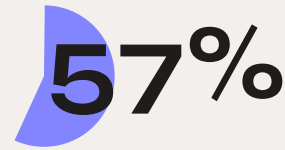
Tracking

Anticipates challenges in tracking user behavior across channels

A large blue semi-circle on the left side of the number 57%.

Targeting

Expect less effective targeted advertising

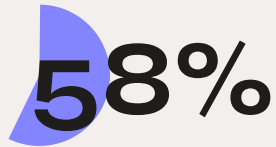
A large blue semi-circle on the left side of the number 57%.

Measuring

Predict more difficulty in attribution and measuring marketing



But they aren't acting on it yet



Prioritize third-party data



Use zero-party data



Looking at Privacy Sandbox

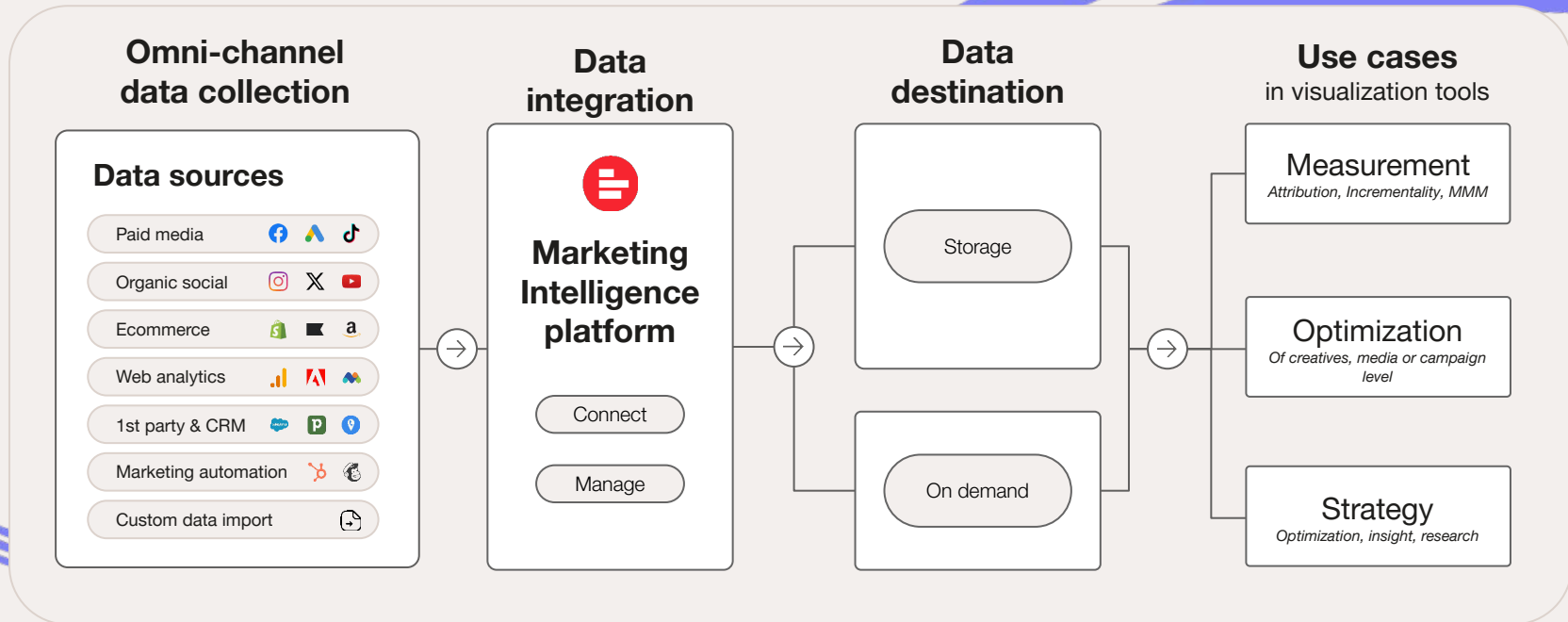
Q: What marketers are planning to focus on



The solution to embracing the messy



Is owning your data foundation



A decorative graphic consisting of three parallel, wavy blue lines that curve from the top right towards the bottom left, framing the text.

Building Your Data Foundation: A Practical Guide



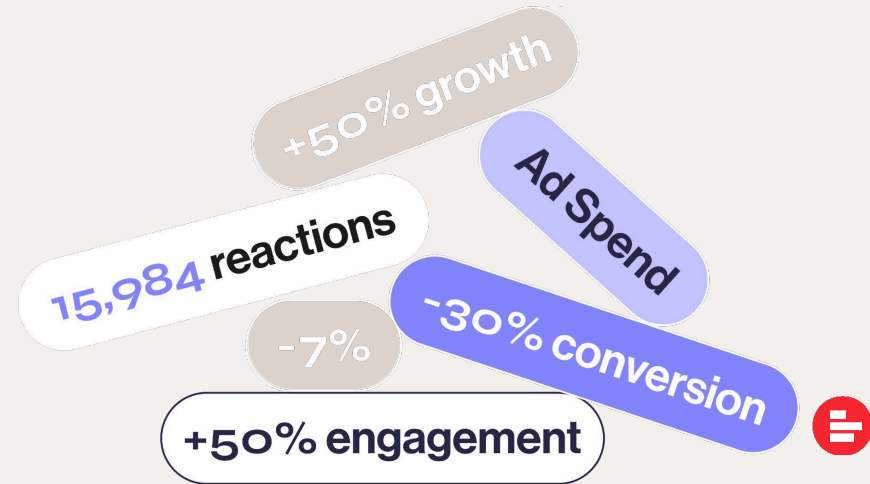
1. Don't become a data hoarder

Agree on what your tracking and measuring

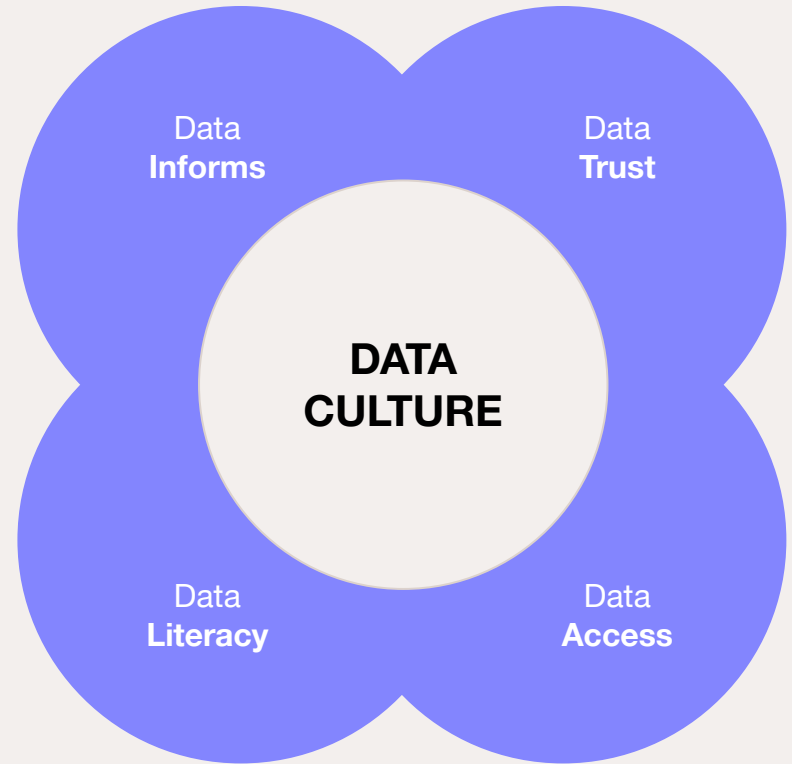
What questions do you want to answer with the data? What are your main KPI's?

Skip the perfectionism

Don't over engineer your data. Perfection is not the goal.

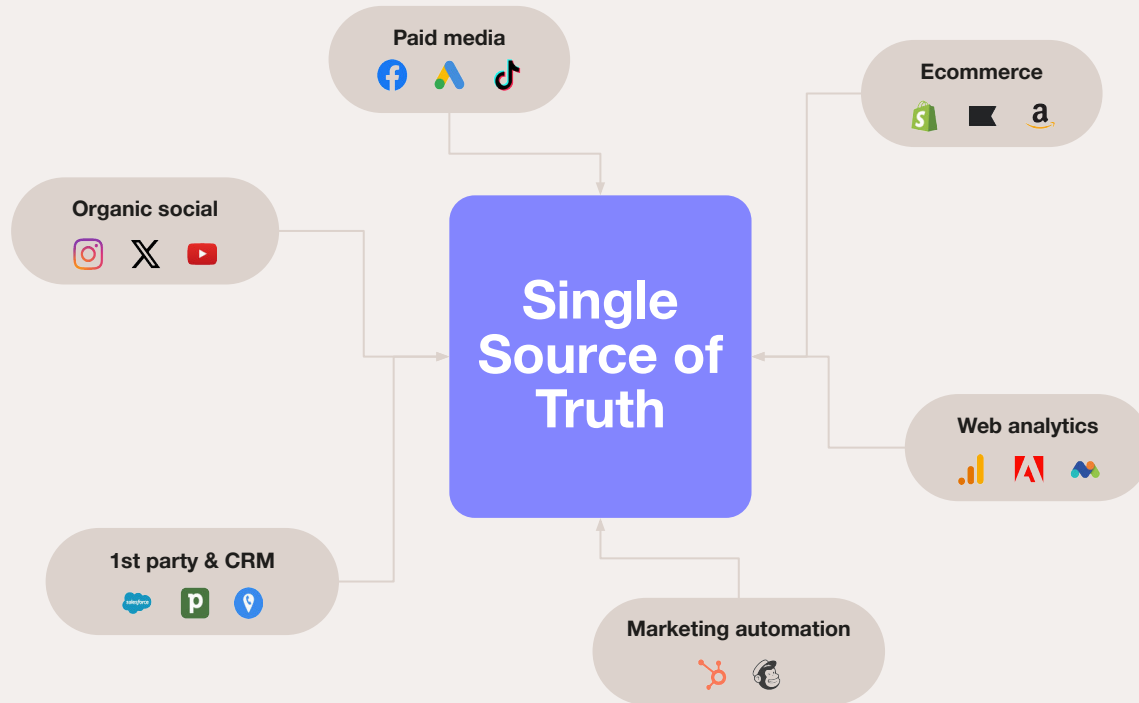


**But instead drive
for a data culture**



2. Centralize your data for clarity and control

Data centralization is the practice of consolidating data from multiple sources into a single, unified repository.



Why should you have a data warehouse?

Every day that passes, you lose a day of historical data that you can't retrieve via the API.

API limitations

Channel	Historical range at the moment
Amazon Ads	Last 60 days
Amazon DSP	Last 90 days
Google Analytics 4	User-level data, including conversions, is deleted after 14 months, and age, gender, and interest data after 2 months.
Google Display & Video 360	Last 2 years of data



3. Garbage In, Garbage Out: The Importance of Data Quality



Dealing with bad data means:

Wasted marketing spend

Missed opportunities

Lost sales

Poor decision making

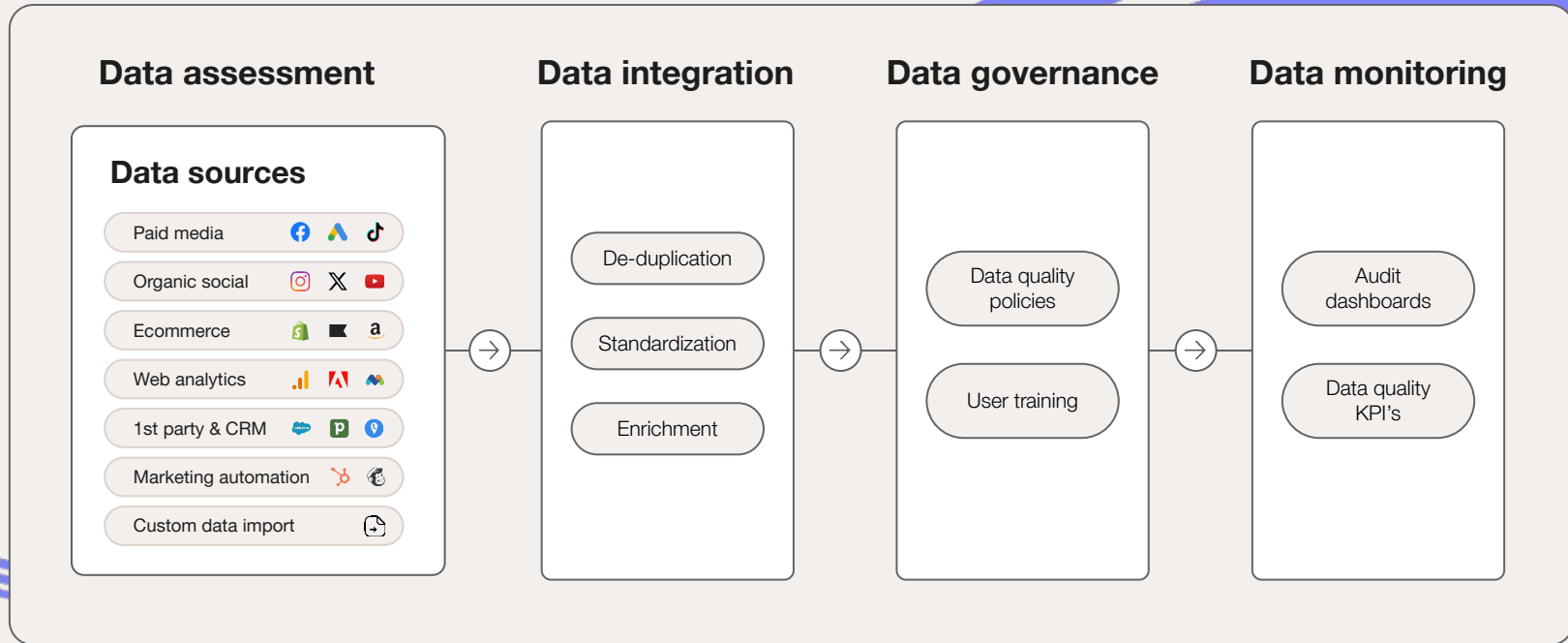
Reduced productivity

What qualifies as quality data?

1. **Accuracy:** no data errors or outdated information
2. **Complete:** no missing fields or sources
3. **Relevant to your set goals** (which you need to have 😊)
4. **Valid:** verified and validated data
5. **Fresh:** updated consistently and regularly



Data quality process



Use case:
How to minimize the human errors effects in data quality?

The screenshot displays the Aquametrics Data Quality Monitoring interface. At the top, there is a blue header with the Aquametrics logo and the text "Data Quality Monitoring". A "Data Source" dropdown menu is located in the top right corner.

The dashboard is divided into four main sections:

- Media Campaign Naming Conventions Tracking:** A table with columns: Campaign Name, Campaign Pla..., Campaign ..., Campaign ..., and Campaign Br... The first row shows "G_US_PPC_AQUAMETRICS" with "US" highlighted in red in the third column.
- Misnamed Campaigns:** A list of campaign names, including "G_US_PPC_AQUAMETRICS" and "F_REST_VID_AQUAMETRICS".
- Media UTM Conventions Tracking:** A table with columns: Destination URL and UTM Campaign. The first row shows a URL with "G_US_PPC_AQUAMETRICS" highlighted in red in the UTM Campaign column.
- Misnamed Destination URL's:** A list of destination URLs, including "https://aquametrics.com/?utm_campaign=G_US..." and "https://aquametrics.com/?utm_campaign=F_RE..."

Each table and list includes a pagination indicator at the bottom right, such as "1-20 / 20" and navigation arrows.



Unlocking Value from Your Data: Practical Use Cases



Examples of use cases for marketing data

Optimization of	Tactical	Optimization	Operational	Strategic
Creative	Creative pruning	A/B testing	Creative fatigue monitoring Inventory based advertising AI Image transformations AI text transformations	Audience segmentation analysis
Channel	Budget pacing Reach & frequency monitoring Bid daypart optimization	Conversion rate optimization (CRO) SEO & Keyword research Competitor monitoring	In channel budget optimization Incrementality experiments	Last click attribution
Campaign	Retail media reporting CTV reporting Seasonal peak reporting		Outlier detection	Multi market / geo reporting Cross-channel budget reallocations Demand forecasting Data driven attribution
Efficiency	Data quality monitoring		Internal benchmarking	MMM data readiness Google AI powered use cases

Green: on-demand data
Purple: centralized use data

Cross-channel budget reallocations

Adapt to Changing Needs

- Shift budget between channels based on performance, strategic goals, or market conditions.
- Maintain flexibility and agility in your marketing approach.

Maximize Media ROI

- By allocating budget to the most effective channels, you can maximize your overall media ROI.
- Continuously optimize your spending based on performance data.

Strategic Alignment:

- Cross-channel budget reallocations allow you to align your marketing investments with your overall business objectives.
- Ensure that your marketing efforts support your broader strategic goals.



Outlier detection

Identify Performance Anomalies

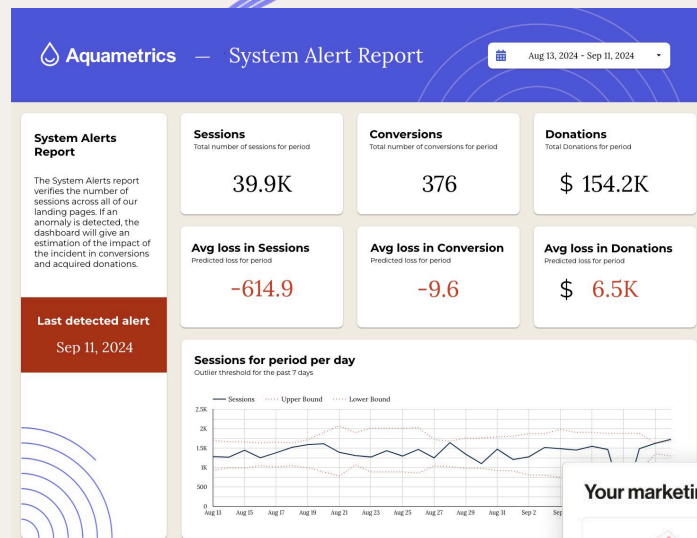
- Detect sudden or unexpected changes in key metrics (outliers) that may indicate issues in your marketing funnel.
- Proactive monitoring helps you address problems quickly.

Protect Revenue

- Outliers can signal significant revenue loss if left unaddressed.
- Early detection allows for timely intervention to prevent or minimize financial impact.

Improve Operational Efficiency

- Automated outlier detection frees up your team to focus on strategic initiatives rather than manual monitoring.
- Increase efficiency and optimize resource allocation.



Operational



Supermetrics powered AI Image analysis

Unlock image insights

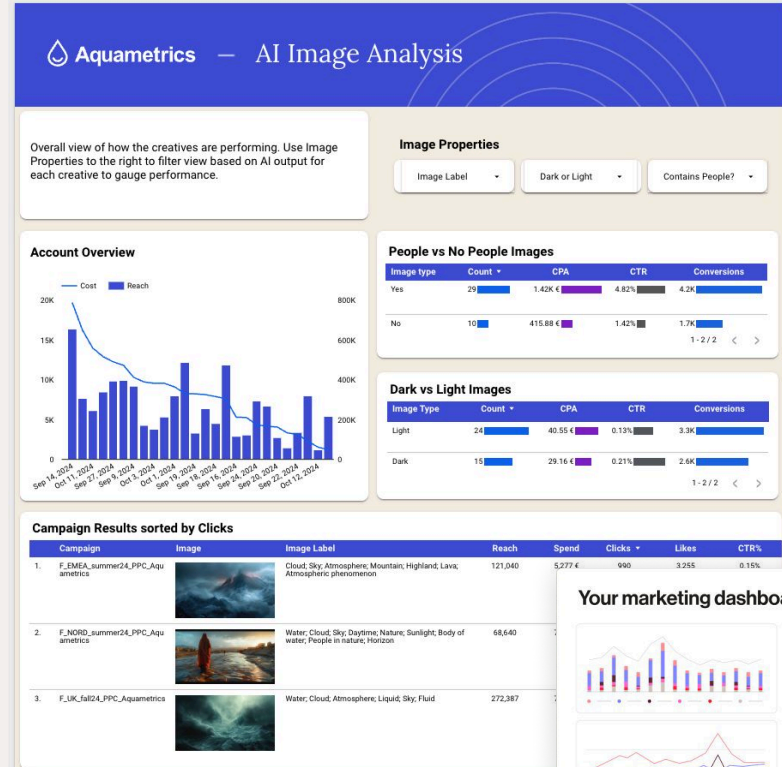
- Analyze image content automatically, identifying objects, landmarks, logos, and text.
- This provides a deeper understanding of images used in your marketing and by competitors.

Optimize Creative Performance

- Determine which image types resonate most with your audience and drive higher click-through rates.
- Data-driven insights empower you to create more effective ad creatives.

Maintain Brand Consistency

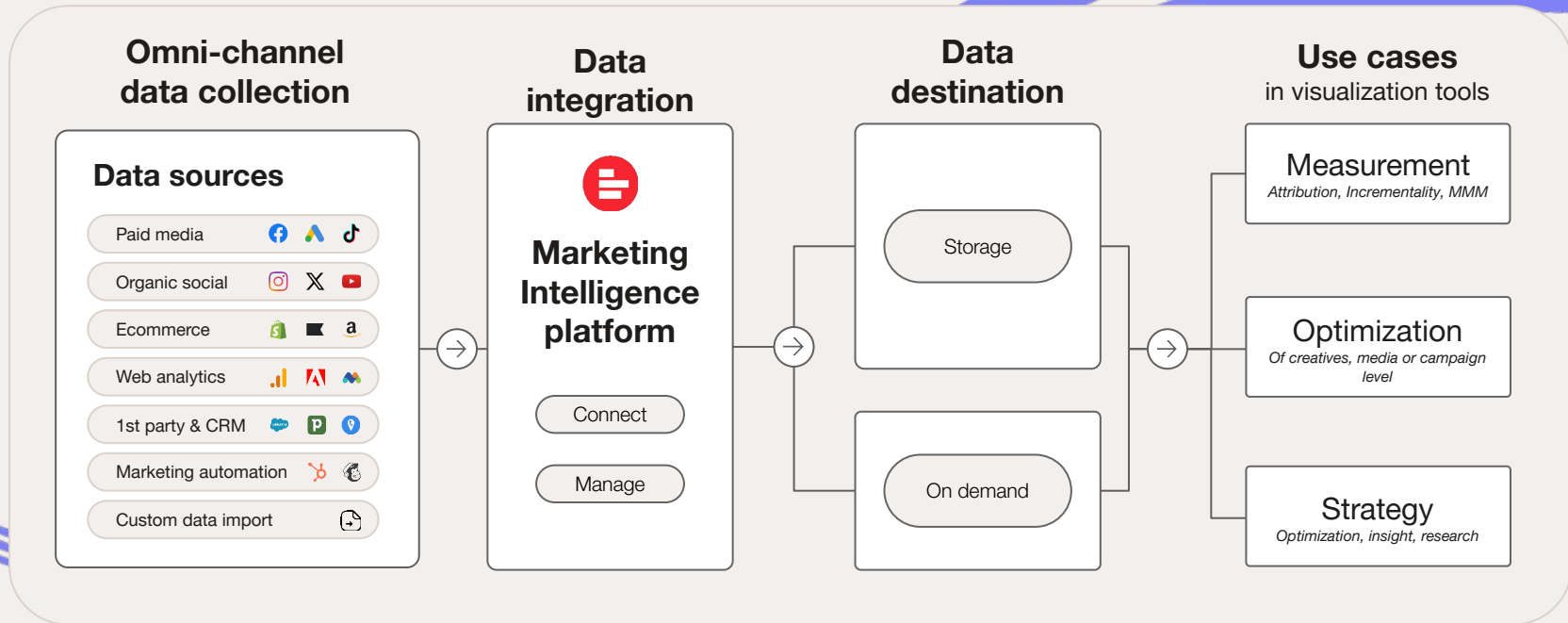
- Validate image compliance with brand guidelines and identify potential issues.
- Ensure a cohesive brand image and avoid legal or regulatory problems.



Conclusion



Your data foundation helps you master marketing



Benefits of data foundation

Future-proof your marketing

Invest in your zero and first-party data and not in crumbling cookies owned by platforms.

Strategic agility and adaptability

Composable structure to allow agility in your chosen elements.

Data security and compliance

You have full control over your data and can ensure compliance and quality.

Enhanced collaboration and transparency

Nurture a better data culture and give access to your chosen data partners.



Questions?

Connect in LinkedIn



Outi Karppanen
or scan the QR code





Supermetrics