Marketing data centralization :
a way to 10x your ROAS

Omnichannel is here and comes with tons of disparate data

Gathering data from various platforms is key to managing marketing budgets and increasing advertising ROI. The challenge is that marketing and sales sources generate tons of data that don't have a unified format. This data requires alignment, preparation, and visualization prior to making any data-driven decisions.

On top of that, business leaders are under the constant pressure of uncertainty and a rapidly changing landscape of tools and channels.

87%
of companies consider omnichannel marketing essential for success.[1]

73%
of consumers use multiple channels during their buyer journey.[2]

62%
of users interacting with 10+ brand channels make purchases weekly.[3]

[1] According to Brightpearl. [2] According to Harvard Business Review. [3] According to Fluent Inc.

Dashboards: the bread and butter of budget optimization

Dashboards are the perfect medium for aligning your marketing and sales insights and making data-backed business decisions that drive success.

The alignment between marketing and sales data is about the precise and reliable flow of both top- and bottom-funnel metrics into a dashboard.

A well-designed dashboard provides a high-level marketing performance overview, as well as an in-depth look into individual channels and campaigns. It allows you to uncover in-depth insights and simplify ROAS and ROMI reporting.
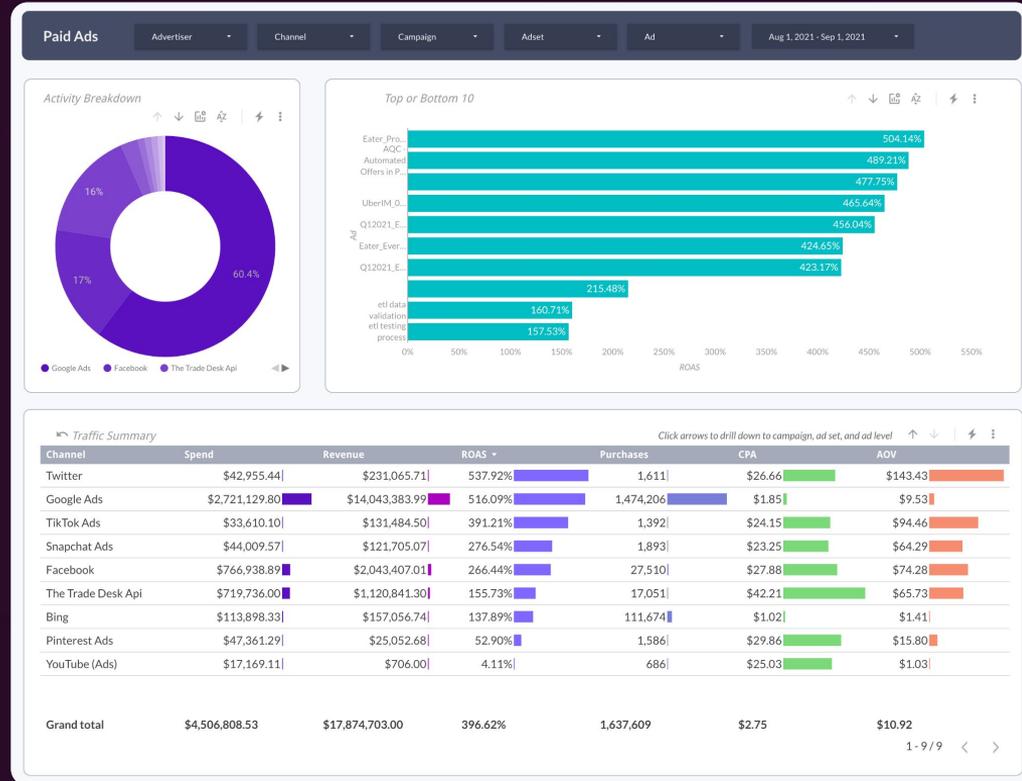
A well-designed dashboard reveals
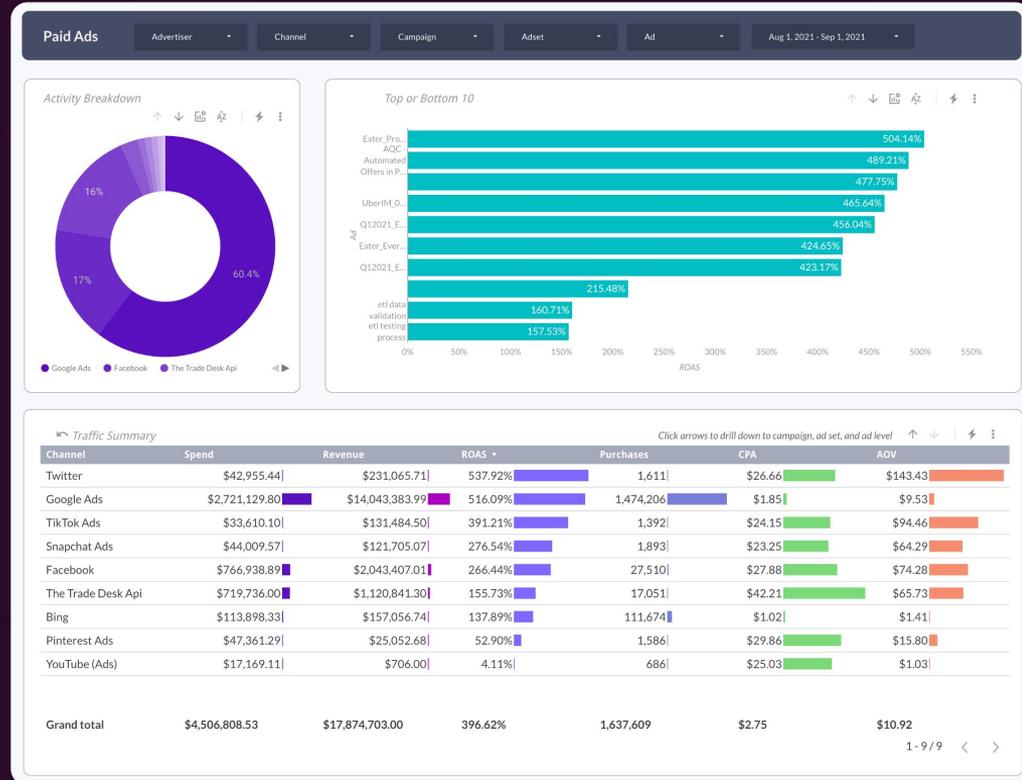
High-level metrics for executives:

- Total ad spend
- Revenue generated
- Cost per acquisition
- Return on ad spend

Campaign-tailored metrics:

- Campaign geo and reach
- Cost per click and other actions
- Revenue per campaign, transactions
- Cost per acquisition

Lead quality and purchase intent:

- Traffic quality
- Key conversion metrics
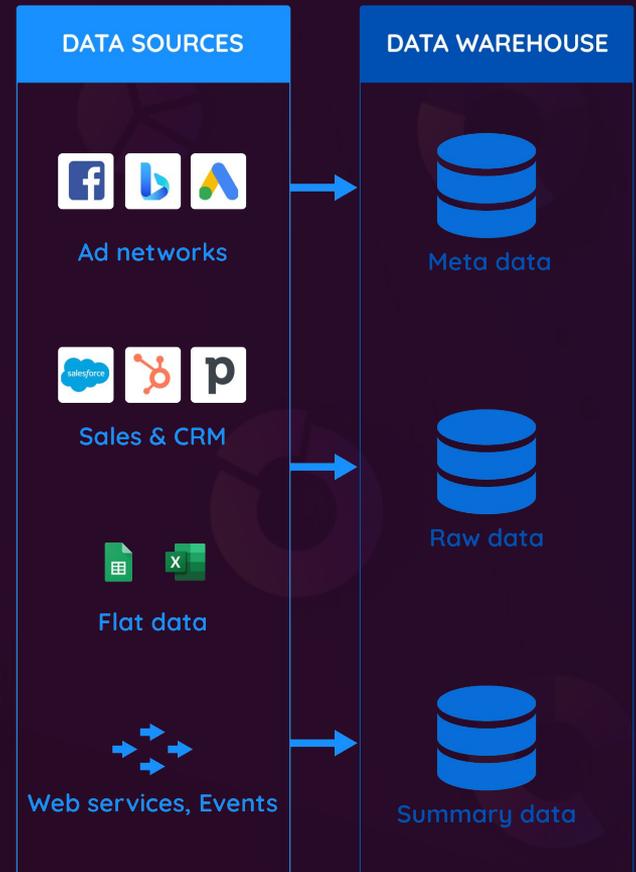- Quality of transactions

Data centralization is the backbone of building dashboards

Well-designed dashboards that allow for precise and reliable insights rely on a single source of data, such as a data warehouse.

A centralized data warehouse is a uniform knowledge base for all of your marketing and sales analytics needs.

Centralized data streamlines your marketing efforts and allows you to:

- Eliminate data silos within your organization
- Speed up the data exchange process between departments
- Make sales and marketing collaboration more efficient

DATA SOURCES

Ad networks

Sales & CRM

Flat data

Web services, Events

DATA WAREHOUSE

Meta data

Raw data

Summary data

Data centralization is crucial, but it comes with pitfalls

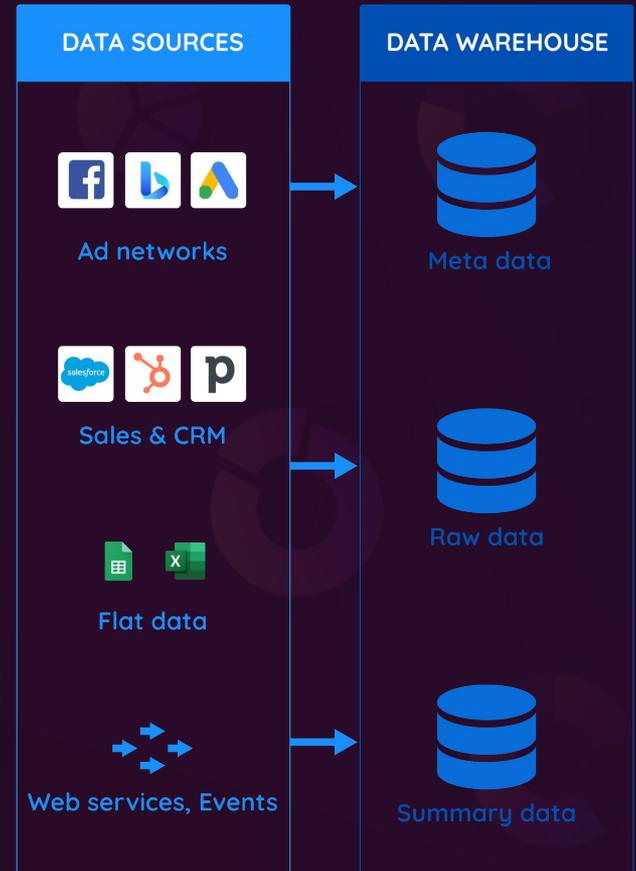An average marketing department works with 92 vendors, where each one is an individual source of data.
Leveraging data from a vast number of sources can be a nightmare involving Analytics, DevOps, and Engineering.

Data gathered from multiple sources can have many problems:
- Disparate naming conventions
- Misaligned data formats
- Discrepancies between data sources
- Poor mapping of data sources and destinations

To centralize performance metrics, you have to:
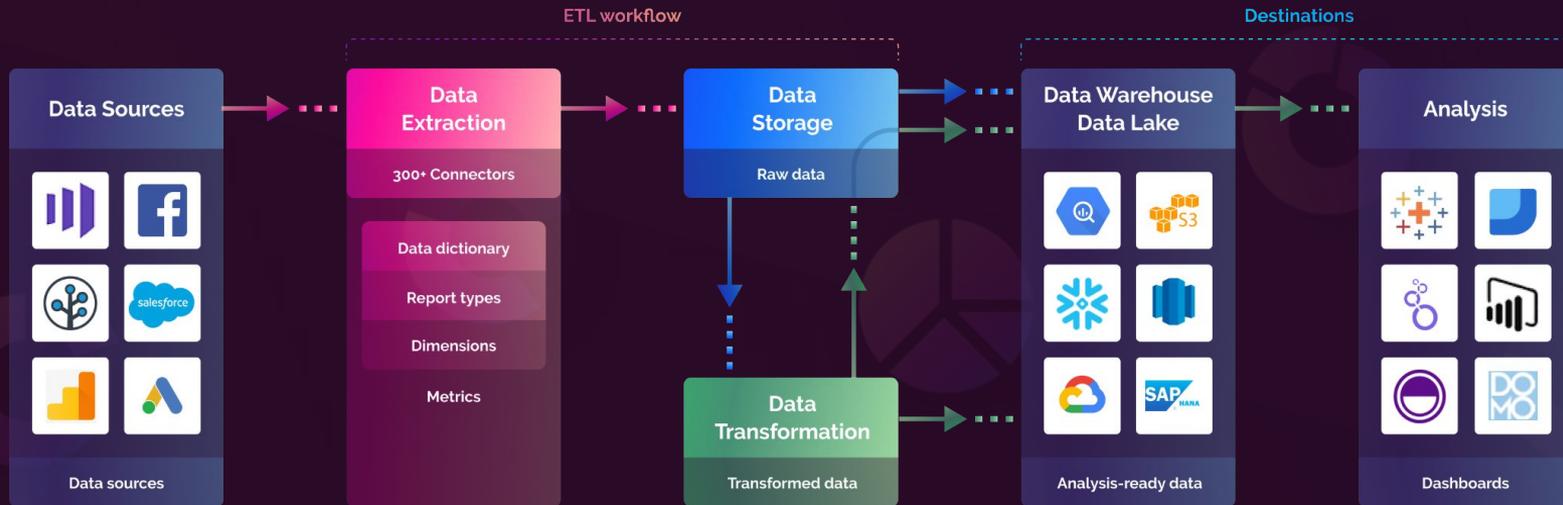- Align disparate formats
- Unify all naming conventions
- Deduplicate your data set
- Clean redundant data records

DATA SOURCES

Ad networks

Sales & CRM

Flat data

Web services, Events

DATA WAREHOUSE

Meta data

Raw data

Summary data

ETL systems handle the heavy-lifting of data centralization

ETL (Extract, Transform, Load) systems act as middleware between data sources and a unified data storage. They ensure the clarity and consistency of data by gathering and structuring it for further analysis.

- ETL systems automatically extract data from sources.
- They transform raw data to free up analysts.
- And load transformed data into a centralized storage.

ETL workflow

Destinations

Data Sources
300+ Connectors

Data Extraction
Data dictionary
Report types
Dimensions
Metrics

Data Storage
Raw data

Data Transformation
Transformed data

Data Warehouse Data Lake
Analysis-ready data

Analysis
Dashboards

Data sources

Improvado is an ETL that centralizes marketing and sales data, and more

Data centralization requires not only a modern data stack but extensive human effort involving analytics, DevOps, and engineering professionals. Improvado is a complete no-code revenue data platform that combines ETL with all of the necessary infrastructure. Yet it comes with an intuitive UI that allows marketers to manage data inflow and centralization without the need to wait for any other teams. Once centralized, your data is ready for visualization.

Without Improvado

With Improvado

Insights gathered with Improvado inform decision-making and drive 2-10x ROAS

Improvado is a leading ETL system trusted across various industries. The platform unifies data from hundreds of marketing and sales vendors, while the Professional Services team helps handle data routing of any complexity and tailors dashboards to any needs.

"Improvado helped us gain full control over our marketing data globally. It saves about 90 hours per week and allows us to focus on data analysis rather than routine data aggregation, normalization, and formatting."

Jeff Lee, Head of Social, Media Buy,
Influencer & Marketing Data at ASUS

"Improvado is like a Swiss knife for marketing data. It definitely shortens the process of getting new data. We can now concentrate on more important tasks, such as optimization of our marketing campaigns rather than data integration tasks."

Choonoh Lee, Director,
Data Department at Hyperconnect

30% of marketing resources saved

ASUS

905% ROAS increase

Hyperconnect

20% of marketing resources saved

illy

300% ROAS increase

UNIVERSITY OF SAN FRANCISCO

improvado

No-code Revenue Data Platform

Centralize your marketing and sales data

EXPLORE