Revolutionary Approaches to Marketing: Informatica Marketing Data Lake

Abstract

In May 2016 Informatica announced the launch of its Marketing Data Lake solution. This ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) impact brief details the announcement and recognizes Informatica's innovation in the area of enabling marketing organizations to revolutionize their efforts via new data sources, analytics, and accountability.

Marketing Data Lake Solution Announced at Informatica World 2016

On May 24, 2016, Informatica Corporation (http://www.informatica.com) announced the launch of their Marketing Data Lake solution. The Informatica Marketing Data Lake provides chief marketing officers (CMOs) and their marketing teams access to information from multiple data sources in a single location, which was previously siloed into individual marketing platforms or unavailable due to the structure and size of the data. The Marketing Data Lake's self-service access enables marketing departments to take a new approach to the integration, utilization, and analysis of their marketing data. By taking this approach to the collection, integration, and mastering of marketing-related data, Informatica is enabling the CMO to establish micro-segmentation and personalization across multiple contact channels, initiate account-based marketing (ABM) practices to better understand the customer journey, and improve revenue generation across the organization as a whole.

Informatica provides enterprise data management software and services that enable its customers to integrate, cleanse, master, govern, and deliver enterprise-wide data for analytics, total customer relationship, Cloud/app modernization, data governance, and data security. The company's products include PowerCenter and Data Quality, which integrates and cleans data from business systems and delivers data throughout the enterprise, PowerExchange, which enables IT groups to access enterprise data without the need to develop custom data access programs, Big Data Management and Big Data Relationship Management to integrate, cleanse, and match big data in Hadoop, Informatica Intelligent Data Lake for self-service data preparation with governance, Master Data Management that offers consolidated business-critical data for a single 360 view of customer data, Secure@Source and Data Masking to provide visibility and protect sensitive data, Cloud Integration to better manage SaaS investments, Data Services for integrating data virtually across the enterprise, and B2B data exchange software for enterprise data integration.

Founded in 1993, Informatica is headquartered in Redwood City, California. The company serves over 7,000 companies worldwide in the aerospace, automotive, energy and utilities, entertainment/media, financial services, healthcare/life sciences, high technology, insurance, manufacturing, public sector, retail, services, telecommunications, and travel/transportation industries.

Key Observations

- **Enabling a Nimble Marketing Organization** – CMOs need the ability to introduce, evaluate, and standardize marketing campaigns as the trends in a particular industry segment change. The Informatica Marketing Data Lake provides access to information to match industry changes.

- **Breaking Down Silos to Marketing Data –** Marketing organizations now have information in multiple platforms and from a variety of sources including online advertising results, email campaign platforms, and website clickstream data. The ability to find, manage, govern, and have visibility across various sources in a single Marketing Data Lake is key to an integrated marketing strategy.

- **Establishing Foundation for Predictive Analytics** – For many years, marketing teams relied on gut feel for evaluating their marketing campaigns. Informatica's Marketing Data Lake provides the ability to manage and prepare data for predictive analytics across multiple marketing campaigns to determine the best course of action and the best allocation of marketing budget and resources.

- **Details –** For more details on the announcement, go to http://www.informatica.com/about-us/news/news-releases/2016/05/20160524-informatica-marketing-data-lake-fulfills-promise-of-big-data.html

EMA Perspective

There were several fundamental changes in how organizations communicate their marketing messages with customers and potential customers. While traditional formats such as mass advertising in print, broadcast, and mass mailing campaigns still exist, those traditional formats have been augmented and complimented by new sources like social media engagement and content distribution marketing campaigns. These changes increased the pace at which customers identify and "jump on" market trends. These changes also increased the pace at which CMOs and marketing departments need to introduce, evaluate, and standardize marketing campaigns.

The Informatica Marketing Data Lake promises to enable marketing teams to understand a much larger percentage of their marketing activities and budget spent. With this understanding, CMOs can begin to recognize what segments of their marketing activities are under performing and how to reallocate those resources to increase customer acquisition, loyalty, and retention. The Information Marketing Data Lake does this by enabling the following:

- Ingest multiple types of customer-related data including sales, marketing, web, social, IoT, and third party data from on-premises and cloud-based locations

- Transform at scale to integrate sales transactions, marketing campaign interactions, and customer online behavior

- Data cleansing to ensure appropriate data governance for marketing analytics

- Blend and prepare data through self-service tools that give data analysts access to big data

- Relate and master customer data from siloed applications and data sources

- Secure and protect sensitive data (e.g. PII/PHI) to ensure compliance with industry regulations and minimize the risk and cost associated with a security breach

- Deliver and share data directly to the business to increase marketing effectiveness programs such as customer loyalty, share of wallet, and other key business objectives

With information spread across multiple new data locations from social media sources such as Twitter, Facebook, blogs, Instagram, and others, sales and marketing platforms such as Marketo, Salesforce, Adobe Analytics, Hubspot, and online advertising and real-time bidding platforms, marketing teams are often stuck viewing information in a single platform or, worse, not having visibility into the information because it is either too large or too complex for traditional marketing analysis platforms (such as Microsoft Excel). Being able to bring information from these various platforms together provides for an integrated view into marketing activities to improve lead prioritization and establish which components of marketing programs are effective and which are underperforming.
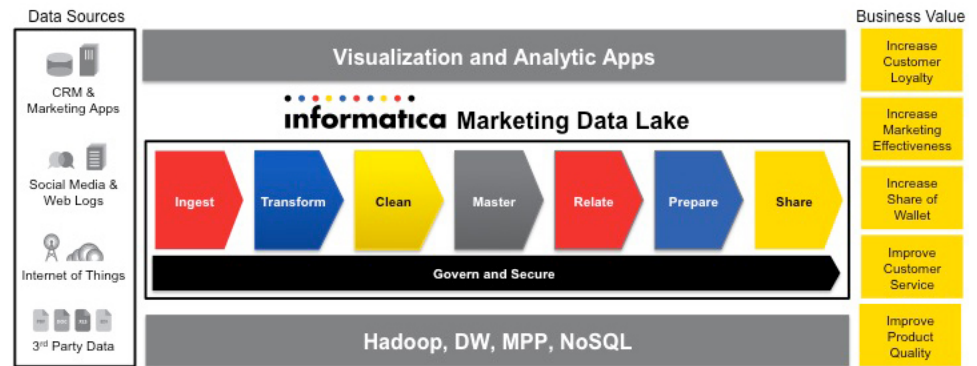
The Informatica Marketing Data Lake solution meets both of these challenges – dexterity and data access – by putting the information into a single location. No more time-consuming and technically challenging activities to move marketing information between platforms. The Marketing Data Lake automates the acquisition and integration of data between the sources and the Marketing Data Lake data store. This allows CMOs and marketing teams to focus on evaluating the performance of each campaign across those multiple platforms and provide sales teams with additional customer information to increase their success. Robust analytical platforms such as Lattice, Tableau, and others provide marketing teams with the tools to better understand their data, which again provides an improved environment that speeds visibility into and evaluation of marketing efforts.

With this new access to data and tools to make marketing evaluations faster, marketing teams can make evolutionary gains in the evaluation of the best way to use their marketing budget and increase the effectiveness of their marketing efforts. However, these discovery and visual analysis tools lack the ability to have a deeper insight into marketing data that comes from advanced analytical models, such as predictive and clustering analytics. With the Informatica Marketing Data Lake assembling all the information in a single location with the ability to transform data into formats required by advanced analytical models, CMOs can breakdown or confirm the assumptions that many of their programs are created to develop non-biased and statistically confirmed marketing programs that are evaluated on data-driven practices.

By taking this approach to the collection and integration of marketing activity data and information into a single source such as a data lake, Informatica provides self-service tools so marketing analysts have access to all sales and marketing-related data in a governed and secure environment. This enables marketing operations to establish segmentation and personalization across multiple contact channels to maximize customer engagement and lower "contact fatigue" with targeted customers and potential customers. Marketing teams can also initiate account-based marketing (ABM) practices to provide visibility by household or corporate hierarchy to better understand who the best customers are within a given target market segment. The Informatica Marketing Data Lake also improves via data-driven practice revenue modeling for the organization as a whole to understand how qualified marketing leads turn into actual revenues sales. With this in mind, EMA recognizes Informatica's innovations associated with their Marketing Data Lake to turn data into business value for the CMO and the marketing function.

About EMA