

Travel Nevada

Data Strategy Roadmap





Cardinal Path leverages data & analytics, providing marketing optimization & consultancy for the enterprise.

- 100+ analysts, statisticians, data scientists, developers, technologists and digital marketers
- First & largest Google Analytics 360 reseller
- Omniure / Adobe Partner since 2007
- Created & manage Google's global Partner Academy

Our Approach: **Key Focus Areas**

Discovery

1. Technology Stack Review

2. Data Inventory

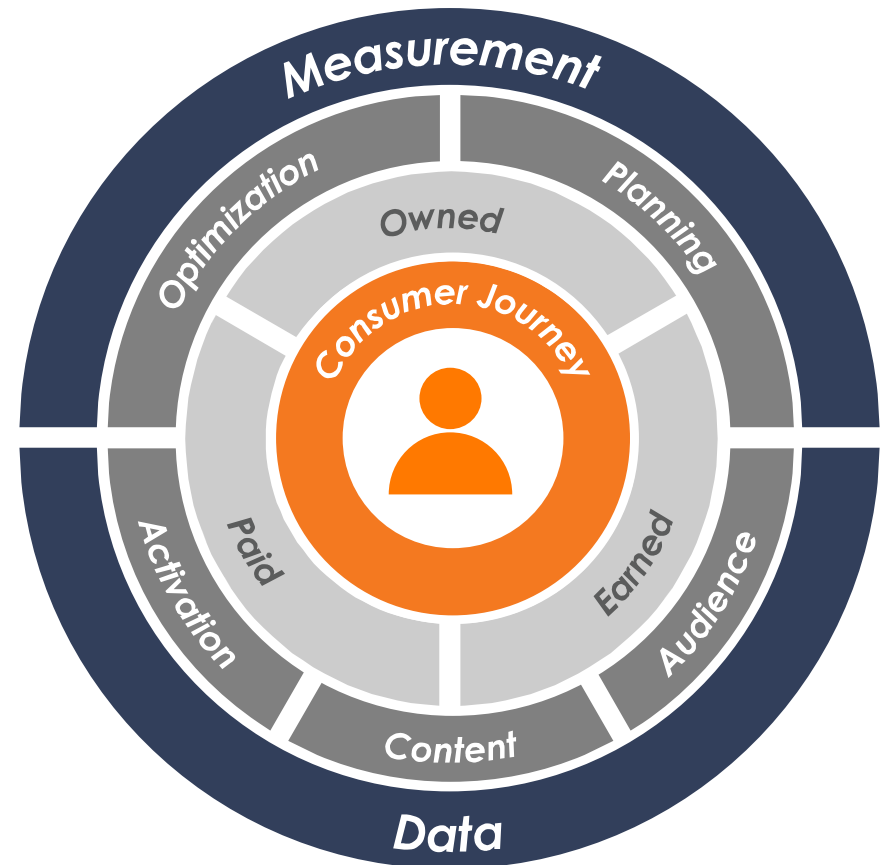
3. Process and Workflow Analysis

4. Measurement Review

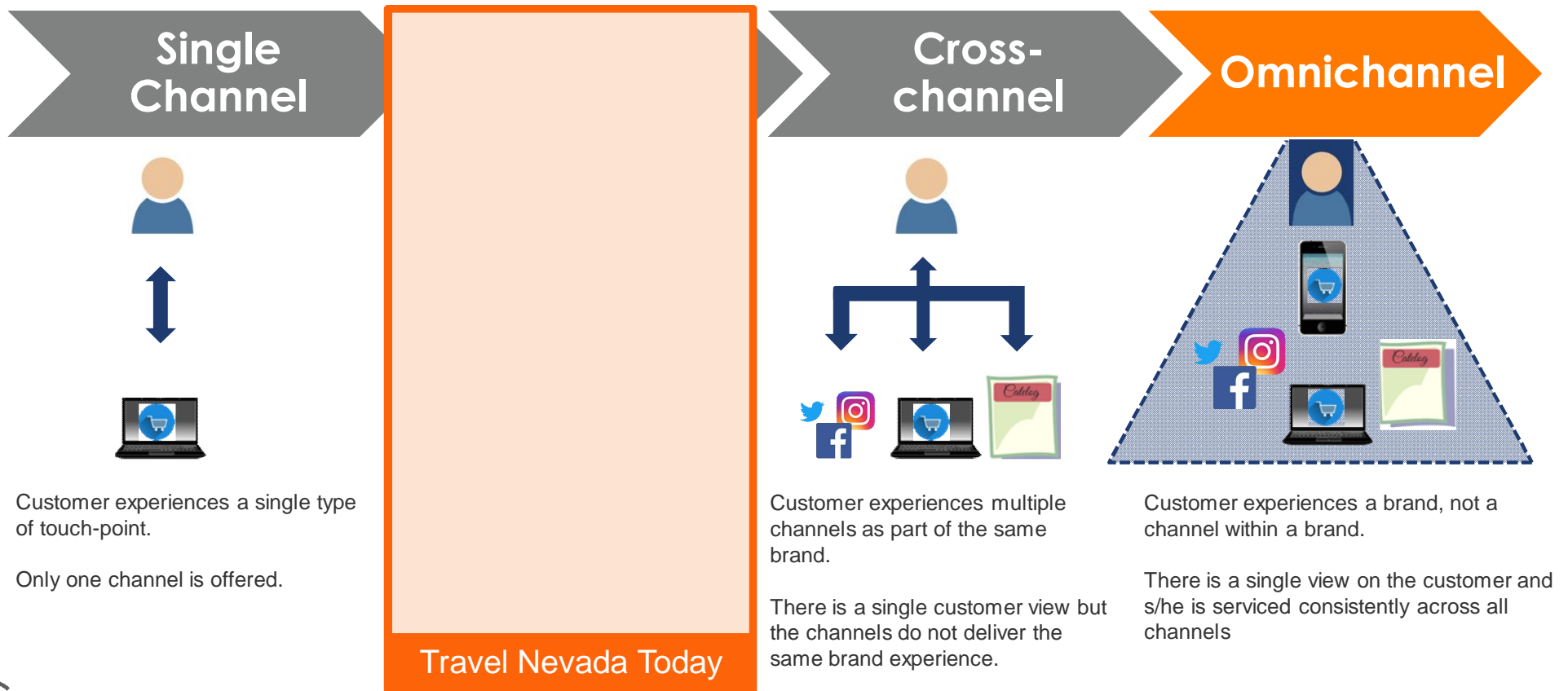
Strategic Initiative Planning

Utilizing data across the campaign process

- “ **Data** must be incorporated throughout the campaign process in order to develop optimal plans
- “ **Measurement** must be infused throughout the process to utilize data-driven learnings, leverage available insights and support optimization efforts
- “ **Activation** must be orchestrated across the consumer journey to support the right content at each and every touchpoint



Evolution Toward Omnichannel



Maturity

Technical

Haphazard data collection

Requirements-driven data collection

Technology stack integrations

Customer 1st-party data integrations

3rd-party data integrations

Business

Visualization & automation

Business-driven KPIs

Customer Journey Mapping

Segmentation

Measurement framework

Structured content / media testing

Data Strategy/ Governance

Strategic

Analysis & Insights

Forecasting

Lifetime Value

Audience targeting & personalization

Attribution

Media mix modeling

Budget optimization

Predictive analytics

Business Impact

Technology Platform: Guiding Principles

Leverage data
across all
consumer
touchpoints

Enable
measurement
across the
campaign process

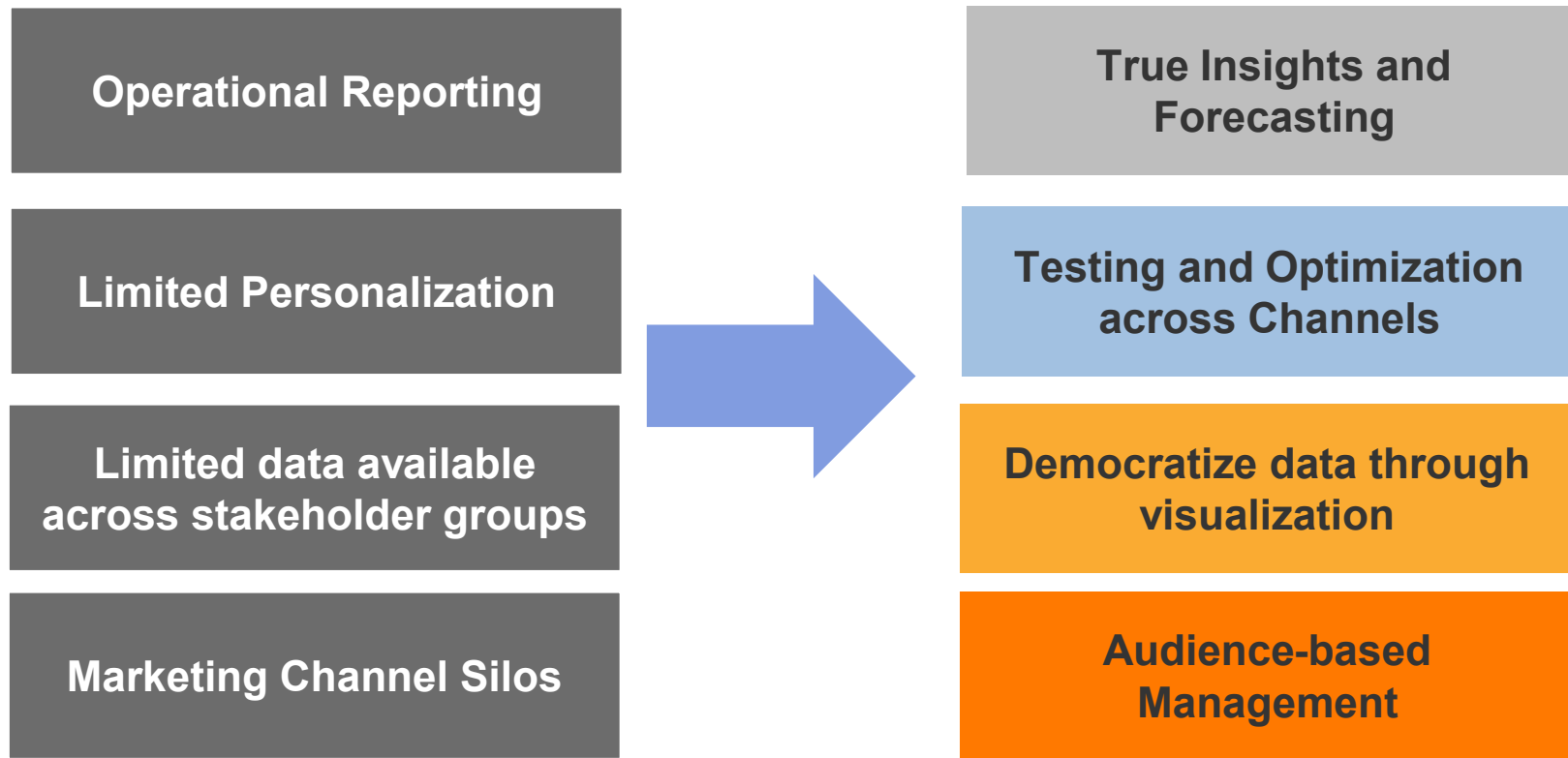
Ensure
capabilities inform
technology
decisions

Utilize commercial
software wherever
possible

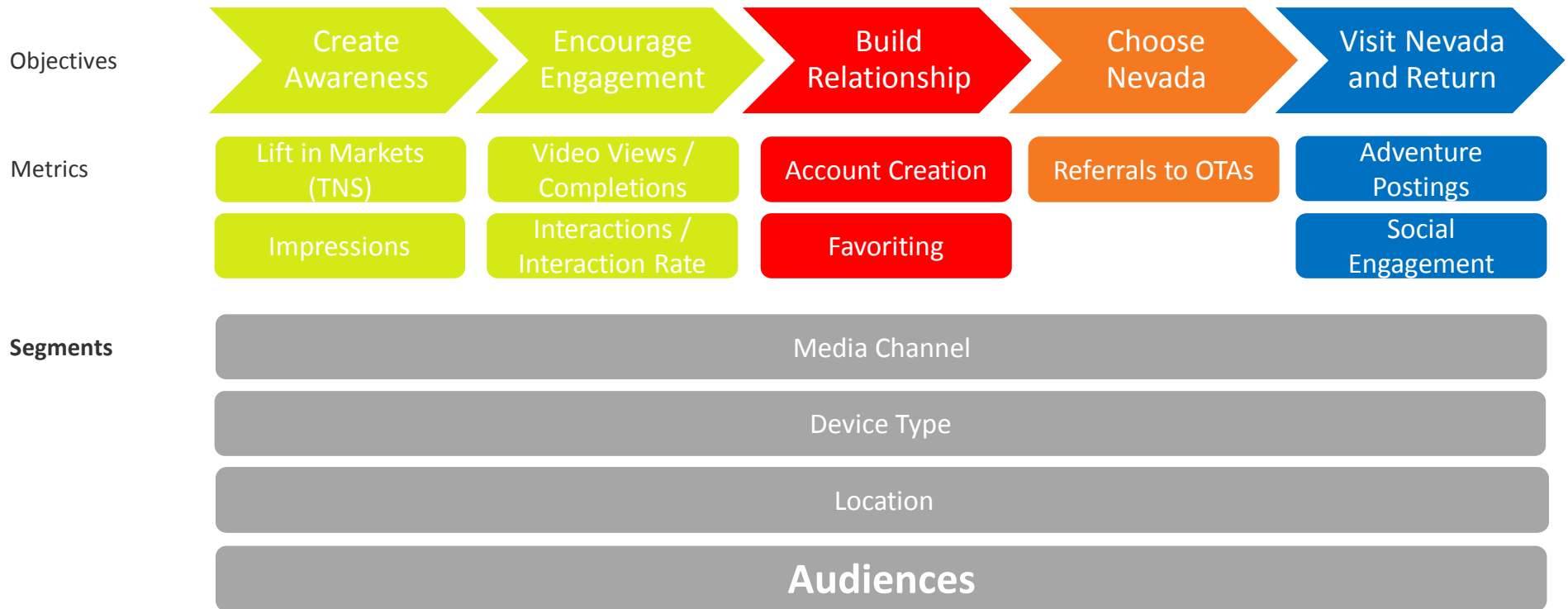
Limit points of
integration

Balance flexibility
and complexity

Evolving: Getting from here to there



Measurement Framework



Proposed Workstreams

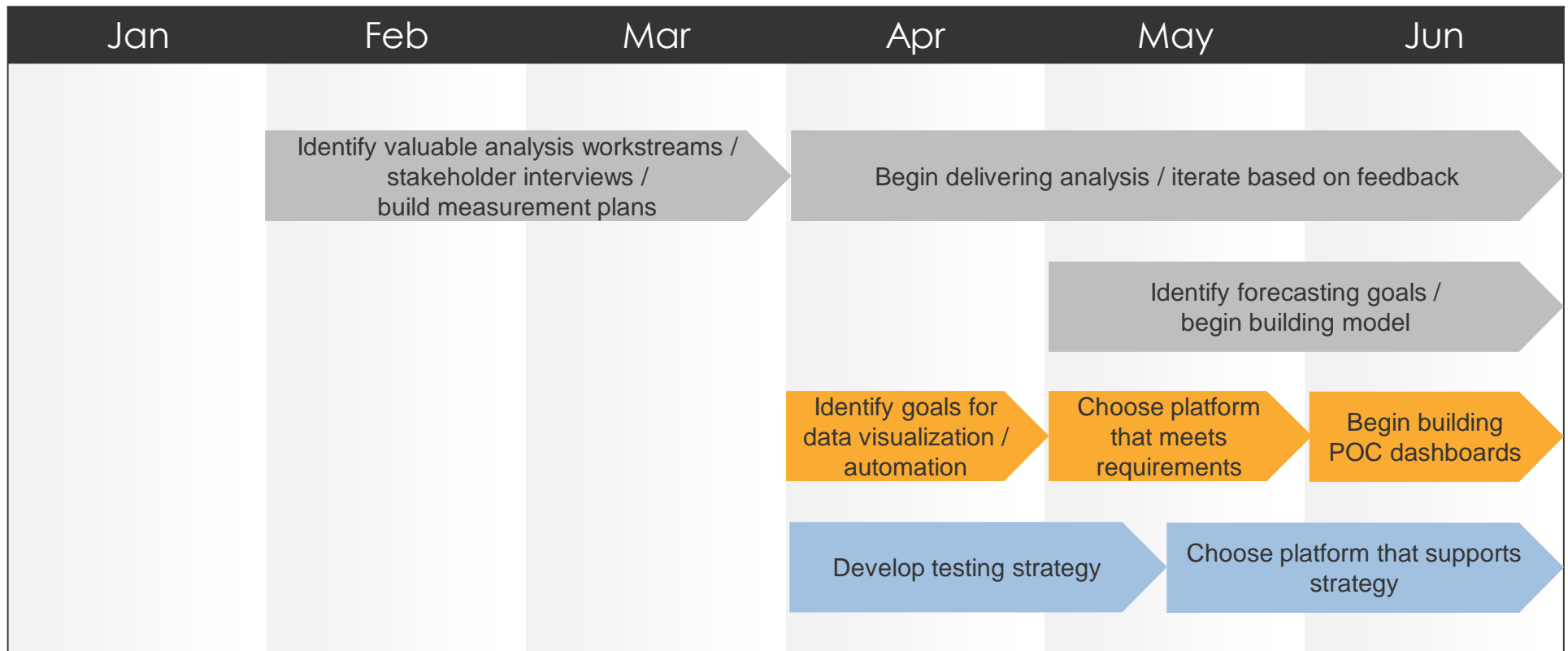
Analysis / Forecasting

Testing / Optimization / Personalization

Data Visualization / Automation

Audience-based Management

Getting from here to there: 6-Month Plan



Getting from here to there: 18-Month Plan

