

MARKETING EFFECTIVENESS DRIVEN BY ADVANCED ANALYTICS

Turn fragmented marketing data into **actionable insights** with **advanced analytics** and **world-class visualisation**.



Marketing has evolved from an art into a science, driven by vast amounts of data from multiple channels. Senior marketing managers and general management decision-makers are constantly challenged by the increasing complexity of data offered by digital and traditional marketing channels and lack the ability to analyse the data and see it in a simple, insightful format.

The challenge: overcoming data complexity in modern marketing

The ability to **unlock marketing efficiency** by making informed decisions and measuring ROI is hindered by several common roadblocks:

1 Fragmented data sources

Marketing data originates from various platforms, including CRM systems (Salesforce, HubSpot), social media advertising (Facebook, LinkedIn, Google Ads), website analytics (Google Analytics) & email marketing platforms. These sources operate independently, making it difficult to consolidate and analyse performance holistically.

2 Data silos preventing a unified view

Most businesses struggle with disconnected data silos, limiting their ability to gain a 360-degree view of customer interactions. This lack of integration makes it nearly impossible to track a customer's journey from the first touchpoint to final conversion.

3 Inefficiencies in data processing & reporting

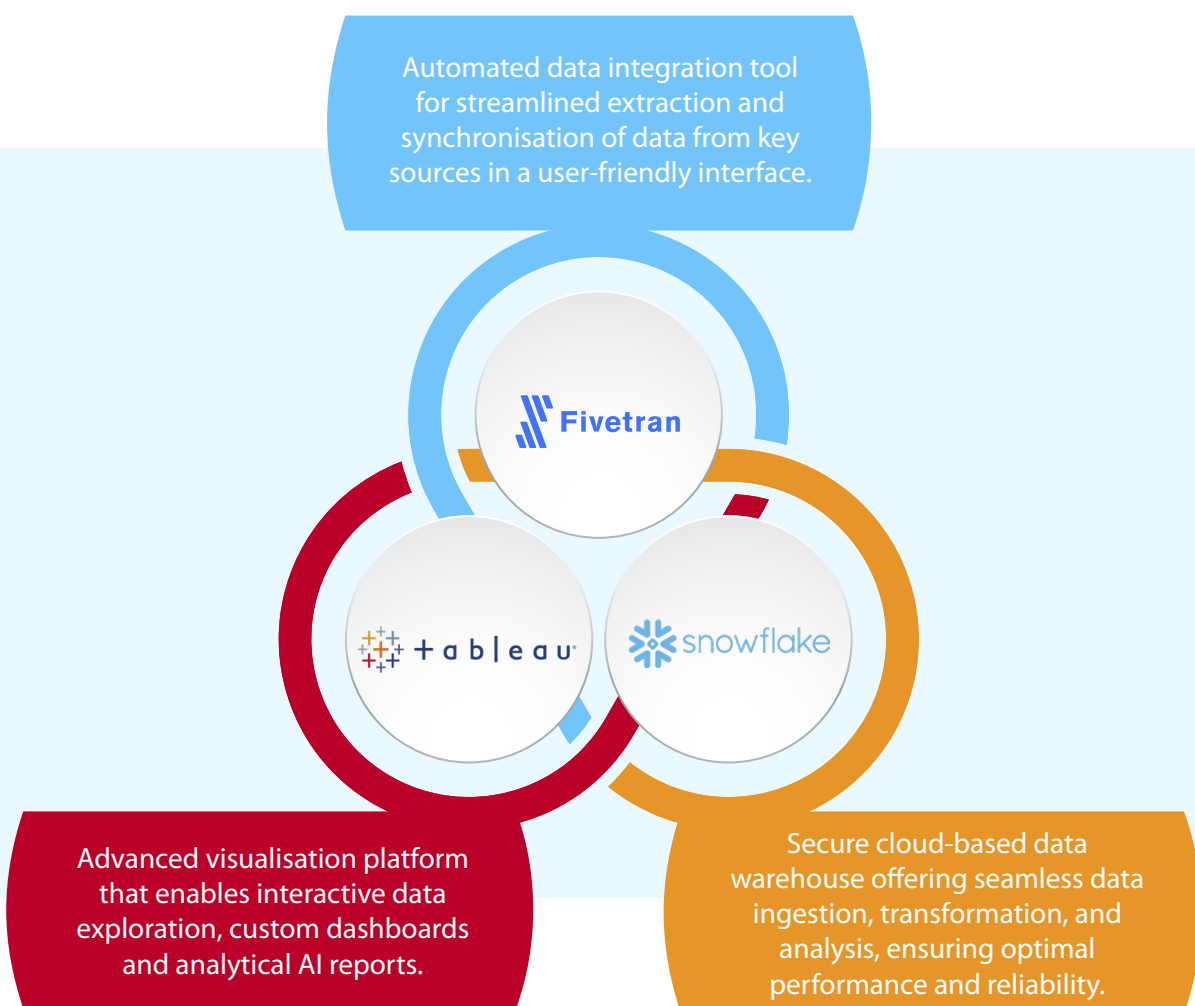
Traditional data extraction, transformation, and loading (ETL) processes are slow and labour-intensive, delaying the delivery of insights to decision-makers. Additionally, manual data wrangling increases the risk of errors and inconsistencies.

4 Difficulty visualising actionable insights

Even when marketing teams manage to aggregate data, translating it into actionable insights remains a challenge. Static spreadsheets and basic reports often fail to provide the interactivity and real-time decision-making capabilities that modern marketing demands.

The solution: a modern data stack for Marketing analytics

To overcome these challenges, organisations need a robust, automated, and scalable marketing analytics infrastructure. Enter Fivetran, Snowflake, and Tableau – a powerful technology stack designed to revolutionise marketing data management and visualisation.



The integration of Fivetran, Snowflake, and Tableau provides an end-to-end marketing analytics solution that seamlessly connects, processes, and visualises data. Here's how each component plays a crucial role:



Automated & reliable data integration

Fivetran eliminates the complexities of manual data ingestion by providing:

- ✓ **Pre-built connectors** for marketing platforms such as Google Ads, Facebook, Salesforce, and HubSpot.
- ✓ **Automated schema updates**, ensuring that data remains synchronised without the need for constant manual intervention.
- ✓ **Incremental data syncing**, reducing load on source systems while maintaining fresh data for analysis.
- ✓ **Minimal maintenance requirements**, allowing marketing teams to focus on insights instead of data engineering.

By leveraging Fivetran, organisations can integrate and centralise data without relying on IT teams for constant support, ensuring that marketing teams always have access to the latest information.





High-performance cloud data warehouse



Once data is ingested, Snowflake acts as the central repository for marketing analytics. Key advantages include:

- ✓ **Scalability:** Handles massive datasets without compromising speed or performance.
- ✓ **Separation of compute & storage:** Enables flexible querying without impacting operational efficiency.
- ✓ **Cost effectiveness:** Operates on a pay-as-you-go model, allowing businesses to scale their data needs efficiently.
- ✓ **Multi-cloud capabilities:** Works seamlessly across different cloud environments, ensuring data accessibility and security.

With Snowflake, marketing teams gain a single source of truth for data, enabling more accurate campaign performance measurement and strategic decision-making.



Transforming data into actionable insights

Tableau empowers marketing teams to make data-driven decisions with:

- ✓ **Intuitive drag-and-drop analytics**, making data accessible to non-technical users.
- ✓ **Advanced AI-powered insights**, including predictive analytics to optimise marketing efforts.
- ✓ **Interactive dashboards**, allowing users to drill down into campaign performance and audience segments.
- ✓ **Real-time reporting**, enabling immediate response to market trends and campaign performance.
- ✓ **Fast track to valuable insights**, utilising Tableau Exchange that enables leveraging of pre-built Marketing Tableau Assets.

By integrating Tableau with Snowflake, marketing leaders can explore real-time data visually, track KPIs effectively, and make informed strategic decisions..



The benefits: driving marketing efficiency and ROI

1 Unified marketing data platform

With this powerful combination of complementary technologies organisations eliminate data silos, creating a single, reliable source of truth. This integration enables:

- ✓ Holistic campaign tracking across all marketing channels.
- ✓ More precise customer journey mapping.
- ✓ Better attribution modeling to optimise ad spend.

2 Enhanced ROI tracking and budget optimisation

The stack provides granular visibility into campaign costs, customer acquisition, and conversion rates. Key benefits include:

- ✓ Accurate cost-per-acquisition (CPA) analysis.
- ✓ Improved marketing spend allocation based on real-time performance.
- ✓ Identification of high-performing customer segments.

3 Faster, more agile decision-making

Near real-time data access enables marketing teams to:

- ✓ Identify & respond to underperforming campaigns quickly.
- ✓ Adjust budget allocations dynamically for maximum impact.
- ✓ Discover new audience insights to refine targeting strategies.



4 Cost-effective data management

By leveraging a cloud-native architecture, organisations can:

- ✓ Reduce data storage costs with Snowflake's flexible pricing model.
- ✓ Minimise IT overhead by automating data ingestion and processing with Fivetran.
- ✓ Enhance reporting capabilities without expensive on-premise infrastructure.

5 Unlocking future innovation and competitive advantage

The implementation of this modern data stack opens the door to future innovations, such as:

- ✓ Audience matching with Google Ads, allowing hyper-targeted advertising campaigns.
- ✓ Predictive analytics, using AI-driven insights to forecast campaign success.
- ✓ Marketing automation enhancements, integrating real-time insights into CRM & automated marketing workflows.

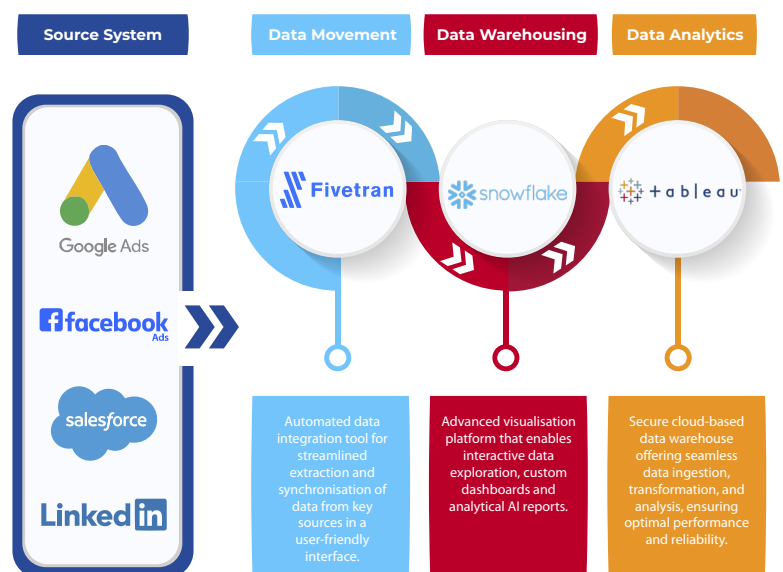


Our solution: real-world use-case

The challenge

A [fast-growing education consortium](#) faced challenges in unifying marketing data from fragmented sources, struggling with outdated ETL processes and slow reporting. They adopted the Fivetran, Snowflake, and Tableau technology stack which provided:

- ✓ **Automated data ingestion**, eliminating manual ETL processes.
- ✓ **Centralised analytics in Snowflake**, ensuring real-time access to unified data.
- ✓ **Empowered marketing teams with Tableau dashboards**, improving campaign agility.
- ✓ **Reduced infrastructure costs**, optimising compute usage with Snowflake's flexible pricing model.



Customer benefits

1. Faster insights.
2. Improved marketing efficiency.
3. Scalable data infrastructure that supports future growth.

[Learn about the modern data stack implementation and full customer benefits in this article.](#)

We at Keyrus have designed this turnkey solution that is complete and ready for use by any organisation. It is an end-to-end solution that can be easily implemented into your current business process. Please get in touch for an initial complimentary consultation at sales@keyrus.co.za.

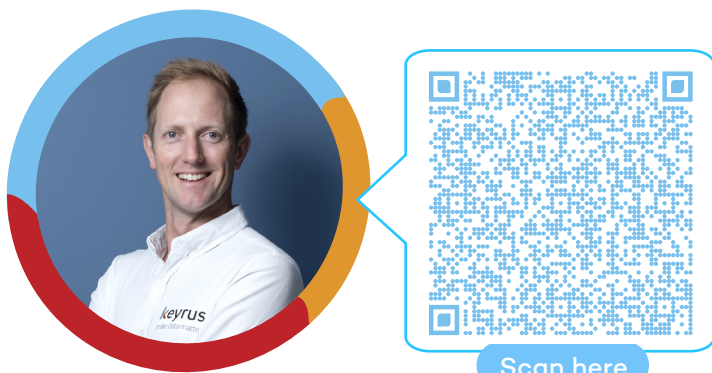


Conclusion: the future of marketing is data-driven

For senior marketing managers and general management leaders, investing in the right marketing technology stack is no longer optional—it's a necessity. Fivetran, Snowflake, and Tableau provide a powerful, scalable, and automated solution to integrate, process, and visualise marketing data effectively.

By implementing this modern data stack, organisations can break down data silos, optimise marketing spend, and make data-driven decisions that enhance business growth.

Now is the time to move beyond fragmented reporting and embrace a unified, efficient, and actionable approach to marketing analytics.



Craig Andrew
Head of Data Analytics

About Keyrus

Keyrus is a leading global consultancy in data intelligence and digital solutions. We combine business and technical expertise to unlock the maximum value from our customers' data.

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