

Connected Campaigns

**How Data Turns Multi-Channel Marketing
into Measurable Growth.**

By: Victoria Bodkins

**Integrate
2026**

When I'm a marketing creative but have to do data.



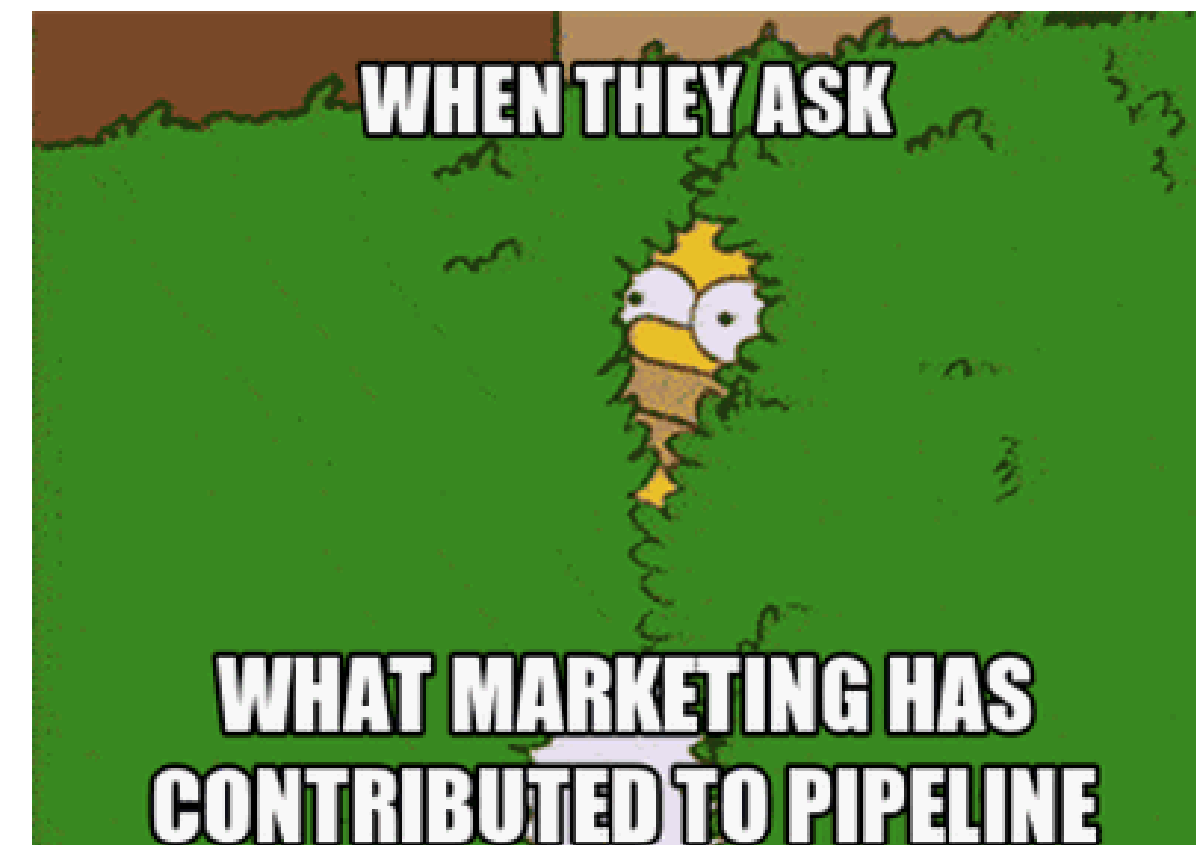
Advertisers' worlds if they always had accurate data



Anytime I have to use excel



Social Media Marketers trying to track data across multiple platforms



The Wanamaker Paradox

“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

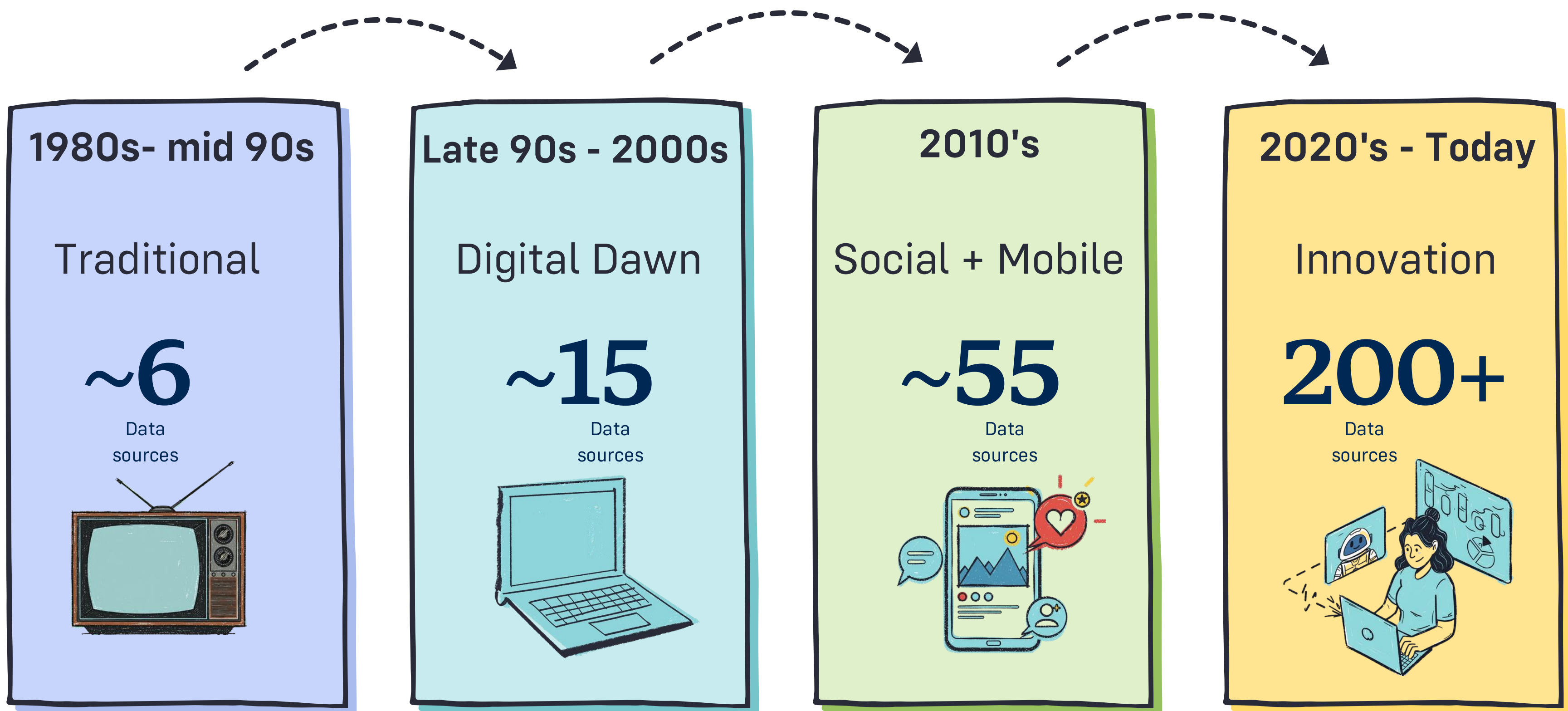


Today we have the tools to answer
Wanamaker's question.

The challenge has shifted from finding data
to trusting the right signals and knowing
which ones to act on.



TIMELINE



First Party data

Today

Financial
data
Sales reports
Stock prices

Print ads
Broadcast
Media
Direct mail

First Party data

Today

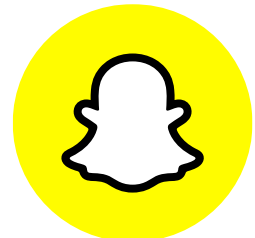


Financial data
Sales reports
Stock prices

Print ads
Broadcast Media
Direct mail

Owned e-mail lists

Purchased Email Lists



@ Threads

LinkedIn



Discord

First Party data

YouTube



Today

Constant Contact



WhatsApp



mailchimp

iContact

Financial data

Print ads

Broadcast

Media

Direct mail

Sales reports

Stock prices

Gmail

Outlook

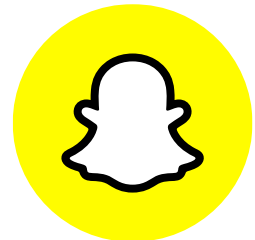
GetResponse

Owned e-mail lists

Purchased Email Lists



SocialPilot sproutsocial



@ Threads



Hootsuite

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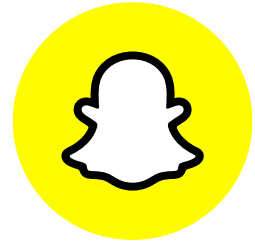
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ORACLE

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slate

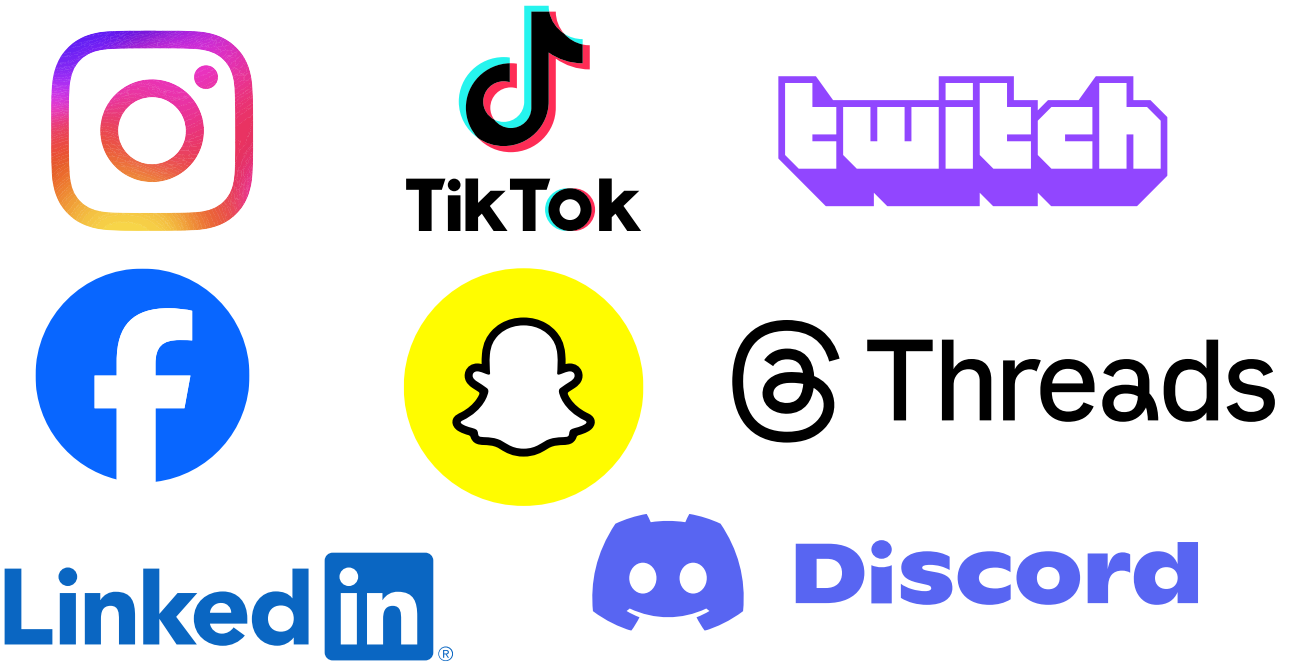
Microsoft

Owned e-mail lists

Purchased Email Lists



SAP CRM



First Party data

Today



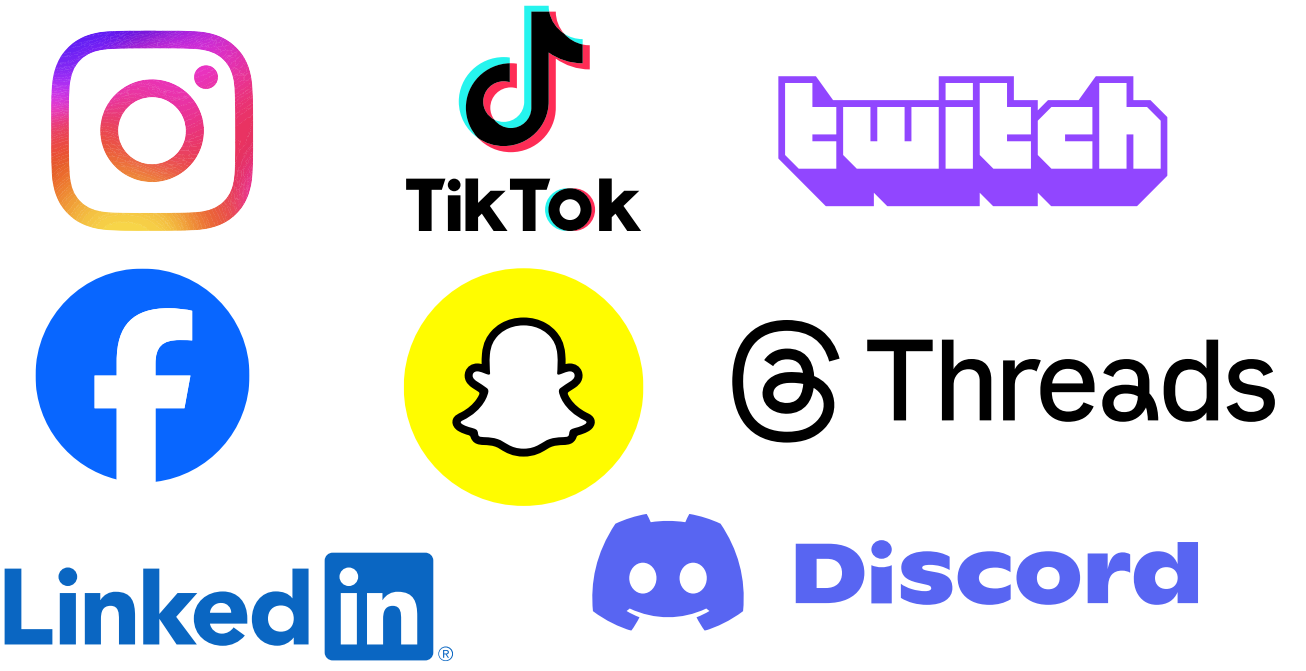
Print ads
Broadcast
Media
Direct mail



Owned e-mail lists

Purchased Email Lists





First Party data

TikTok for Business



Today



HubSpot

Print ads
Broadcast
Media
Direct mail

ORACLE

Owned e-mail lists

Purchased Email Lists



slate





First Party data

TikTok for Business

Today

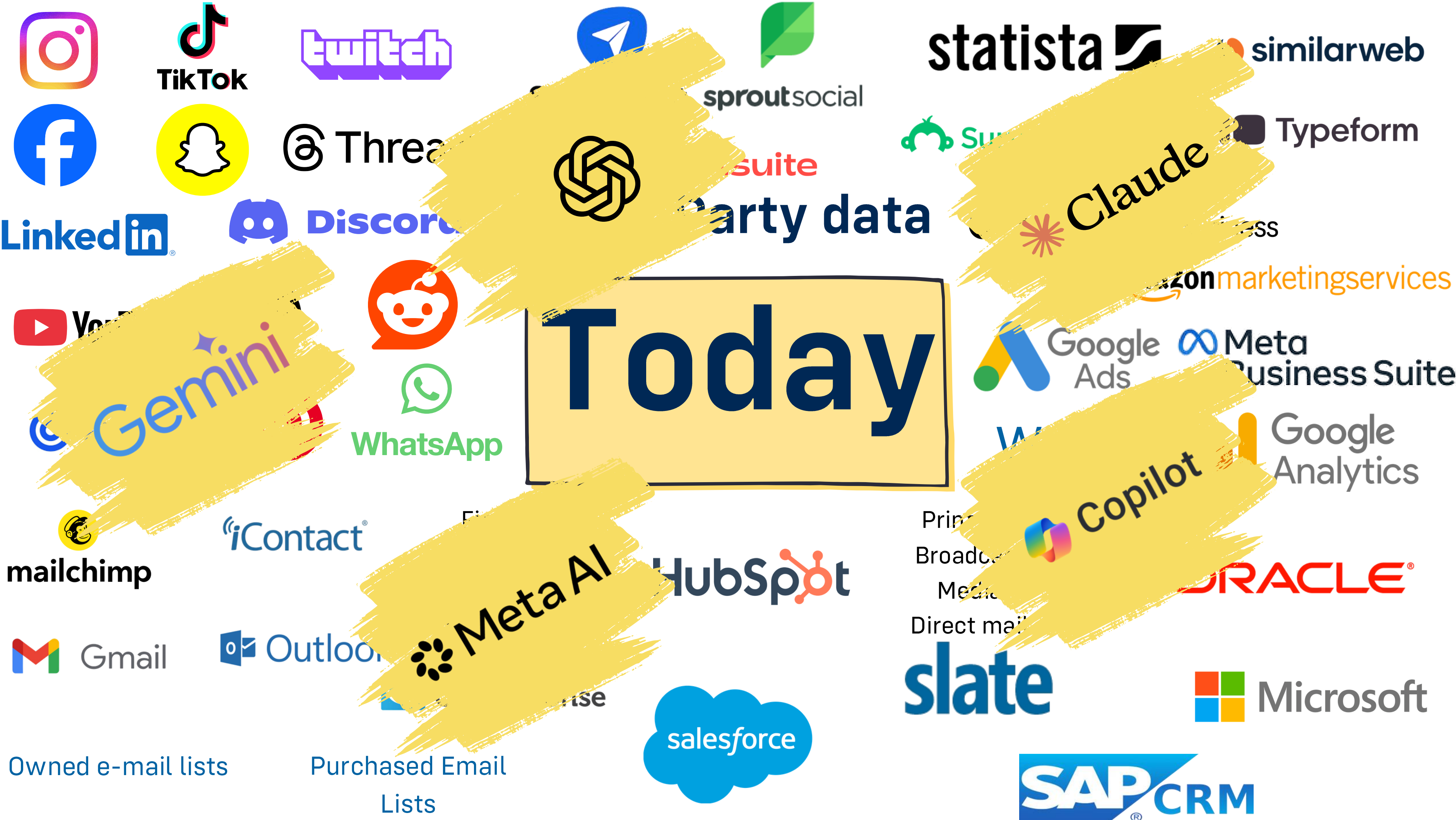


Owned e-mail lists
Purchased Email Lists



Print ads
Broadcast Media
Direct mail





Today

Gemini

Claude

Meta AI

Copilot

Owned e-mail lists

Purchased Email Lists

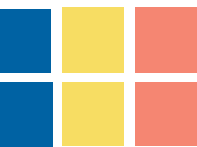


slate



Marketers have more data than ever.

But we need to set our priorities.



Agenda:

- 1. Signal vs Noise problem**
- 2. Metrics that matter**
- 3. Dashboards**
- 4. PACE**
- 5. Five moves action plan**

Signal vs. Noise

Ask:

Does this metric change how I'd act?



Noise vs. Signal

V
A
N
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T
Y

Noise

Total page views

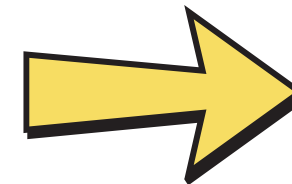
Social media followers

Email open rate (alone)

Impressions

Click-through rate
(without context)

Raw page views



Signal

Return on Ad Spend

Sales

Email-to-purchase conversion

Leads

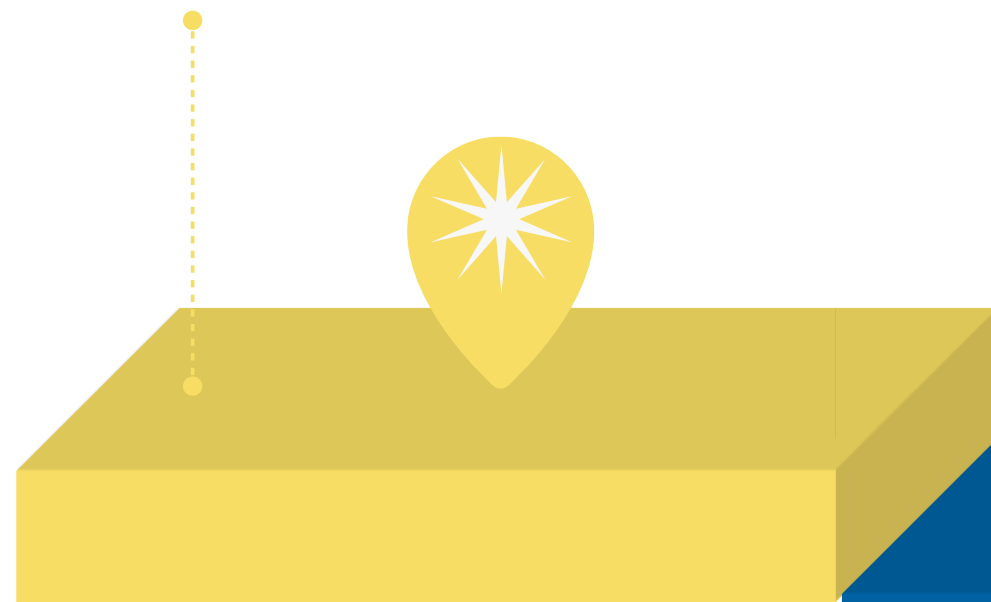
Appointments

A
C
T
I
O
N
A
B
L
E

Metrics that Actually Matter

North Star

One metric that represents the health of your entire marketing Campaign.



Channel KPIs

Per-channel metrics that tell you what's working and what to cut



Diagnostic

Leading indicators that explain why your KPIs are moving.



CONSOLIDATING MULTI-CHANNEL INSIGHTS

The 4-layer Data Stack

Collect

- CRM
- Ad Platforms
- Email ESP
- Web Analytics
- Social
- Sales

Unify

- Customer Data Platform
- UTM tagging standards
- Consistent naming conventions
- Identity resolution

Analyze

- Attribution Model
- Cohort Analysis
- Channel mix modeling
- A/B test results
- Survey results

Act

- Optimize your budget location
- Personalize your messaging
- Kill underperformers
- Scale winners



CONSOLIDATING MULTI-CHANNEL INSIGHTS

Collect

CRM

This is where the data originates. CRM stores: Leads, Customers, Contact information, Sales activity

Ad Platforms

Places where you run paid ads. These platforms tell you: Impressions, Clicks, Cost, Conversions

Email ESP

Email Service Provider. Tracks: Opens, Clicks, Unsubscribes, Campaign performance

Web Analytics

Tracks: Website visits, Traffic sources, User behavior, Conversions

Social

Tracks: Engagement, Reach, Shares, Comments

Sales

Questions answered: Did the lead become a customer? How much revenue was generated?



CONSOLIDATING MULTI-CHANNEL INSIGHTS

Unify

The challenge is:
All the data exists, but it's
spread across different
systems.

You need a way to connect
everything.

- **Customer Data Platform**
- **UTM tagging standards**
- **Consistent naming conventions**
- **Identity resolution**

A CDP creates: One customer profile

UTMs tell analytics tools: Where traffic came from, Which campaign generated it, Which marketing channel drove it

Bad example: Spring Campaign, Spring2026, SP26, Spring_Marketing
Analytics sees these as different campaigns.

Everybody follows the same structure. This keeps reporting clean.

Figuring out that multiple interactions belong to the same person.






CONSOLIDATING MULTI-CHANNEL INSIGHTS

Analyse

Attribution decides how much credit each interaction receives.

Which group converts better?

How much does each channel contribute to overall business performance?

- **Attribution Model**
 - **Cohort Analysis**
 - **Channel mix modeling**
 - **A/B test results**
 - **Survey results**
- 

CONSOLIDATING MULTI-CHANNEL INSIGHTS

Act

This is where the value happens.

Move money to better-performing channels.

Different audiences receive different messages.

Stop spending money on things that don't work.

Invest more in successful campaigns.

- **Optimize your budget location**
- **Personalize your messaging**
- **Kill underperformers**
- **Scale winners**



Winning Dashboards



Marketing Performance Overview

Marketing performance overview

My Company
2026

Monthly Sales Revenue

\$50,230.67

↑ 12% Compared to last month

Notes & Insight:

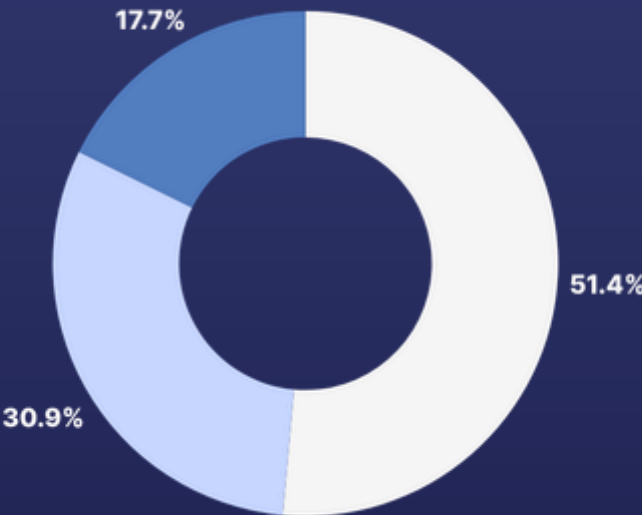
- 1. Strong mid-month growth.
- 2. Product B exceeded expectations.
- 3. Focus on upselling for next month.

Connor Hamilton

Daniel Gallego

Aaron Loeb

Income Breakdown



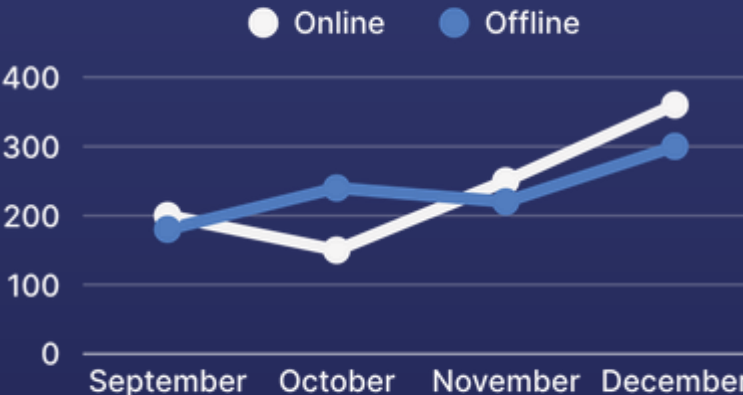
Online Sales
\$39,298

Offline Sales
\$17,586

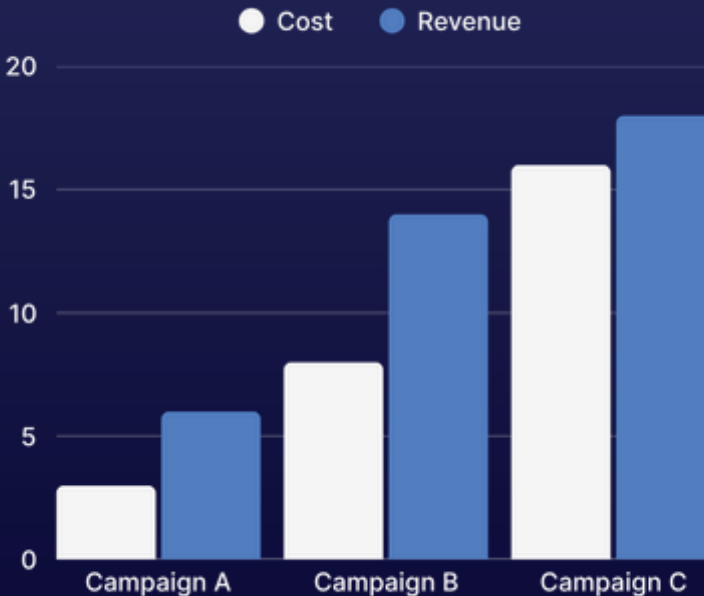
+98.7%

Leads grew from 200 in September to 400 in December. This shows that lead generation is improving.

Trend Visitor



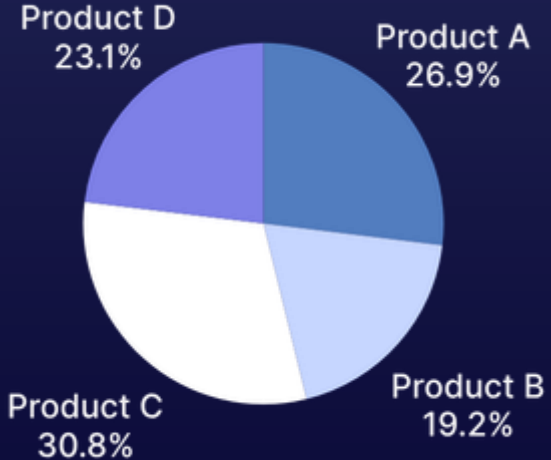
Campaign



Transaction

Source	Amount
accessories	\$2,500
Apparel	\$120
Merchandise	\$300

Sales by Product







Social Media Engagement Reports

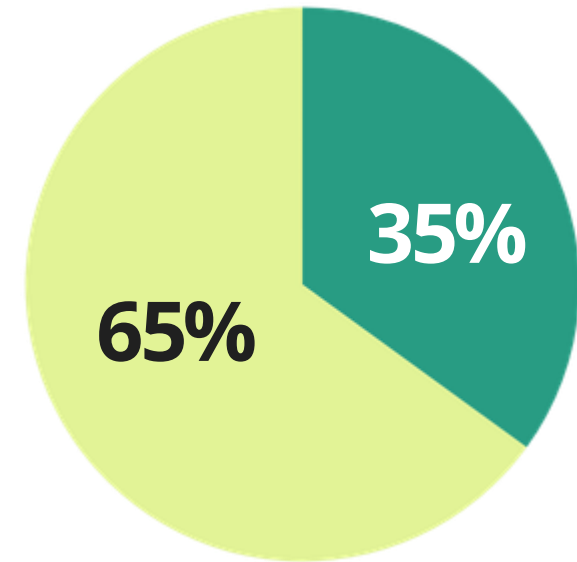
Search...



2035

Comments by Post Type

	Post Type Image	50
	Post Type Video	70
	Post Type Link	25
	Post Type Text	30

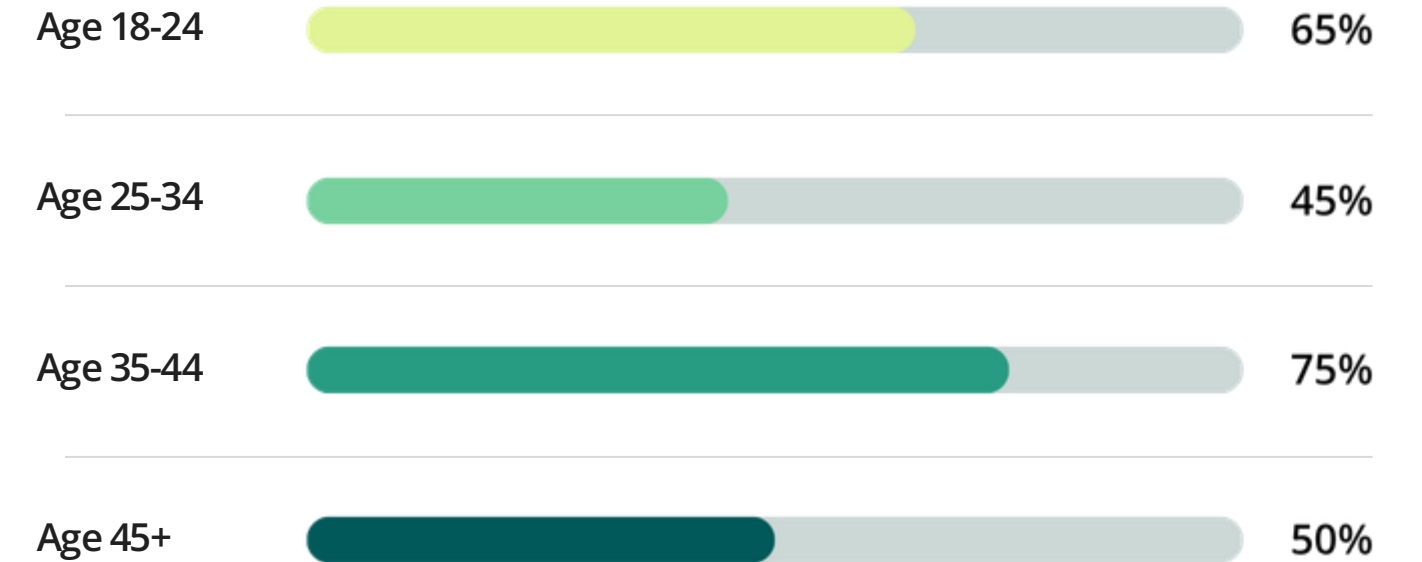
Likes vs. Shares



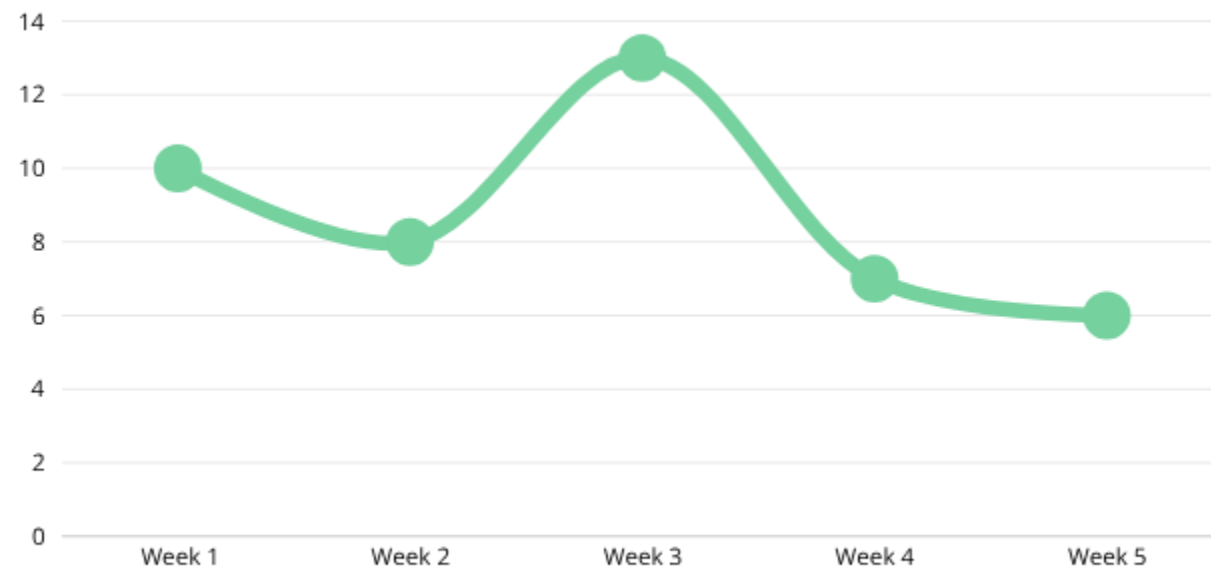
-  Post Type Likes
-  Post Type Shares

Analyzes the balance between likes and shares garnered by posts, providing insights into audience engagement levels.

Audience Demographics



Engagement Trend Over Time



Highest Value

Week 5

Stands out with the highest value for Engagement Trend Over Time during that period compared to the rest

Engagement Rate by Platform

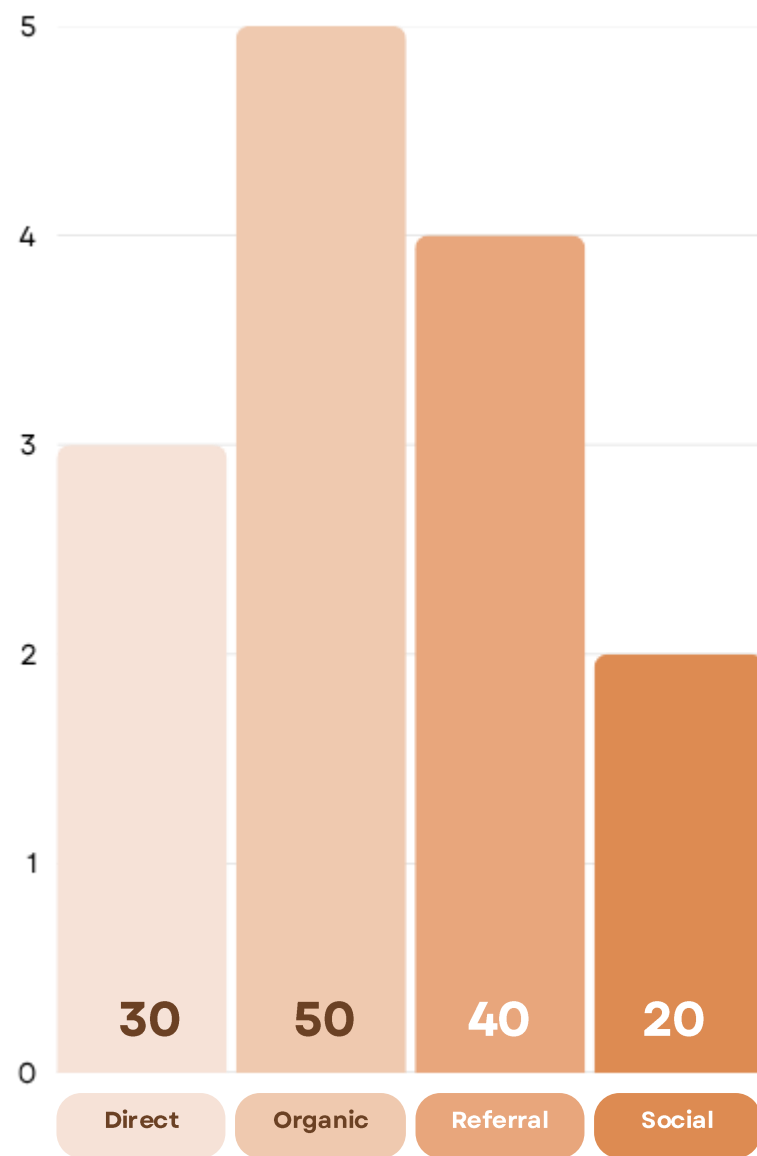


WEBSITE ANALYTICS REPORTS



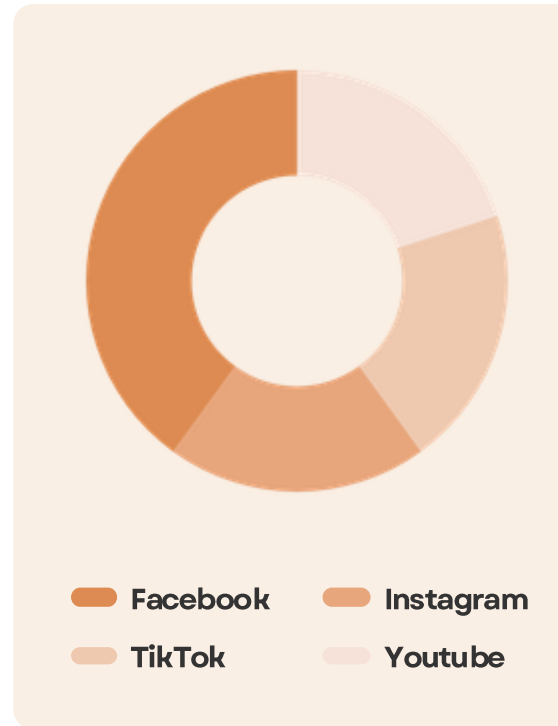
2026

Conversion Rate by Traffic Source

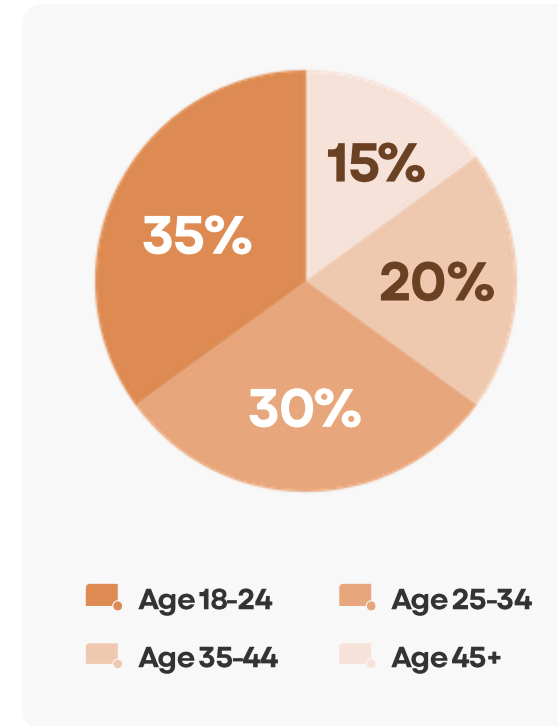


Percentage of visitors from various channels who complete a desired action on a website.

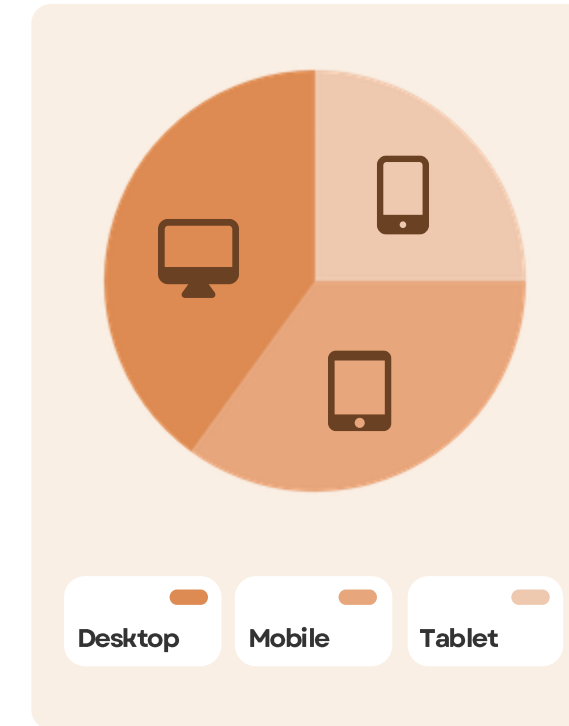
Social Traffic Sources



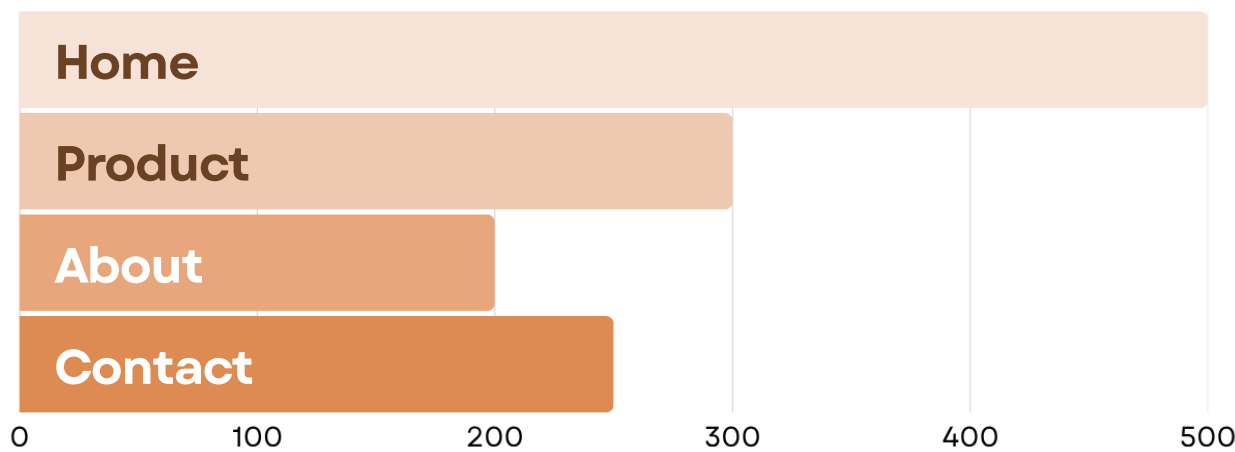
User Demographics



Bounce Rate by Device



Page Views by Page Type

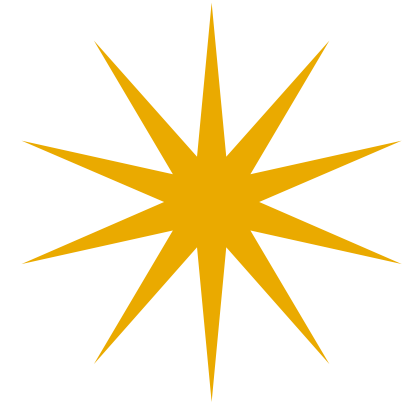


Highest Value

Home

home has the highest value for Page Views by Page Type among the others

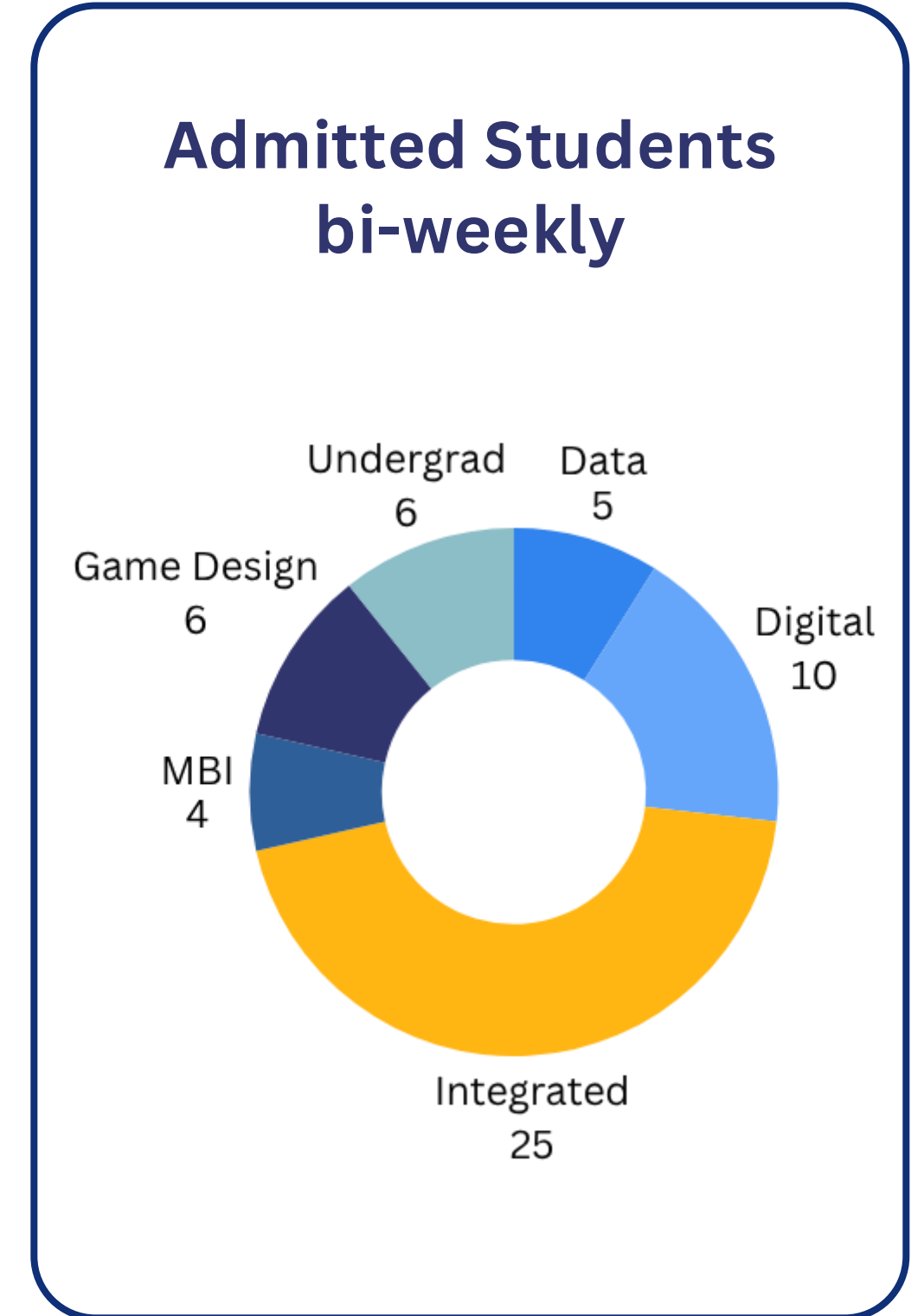
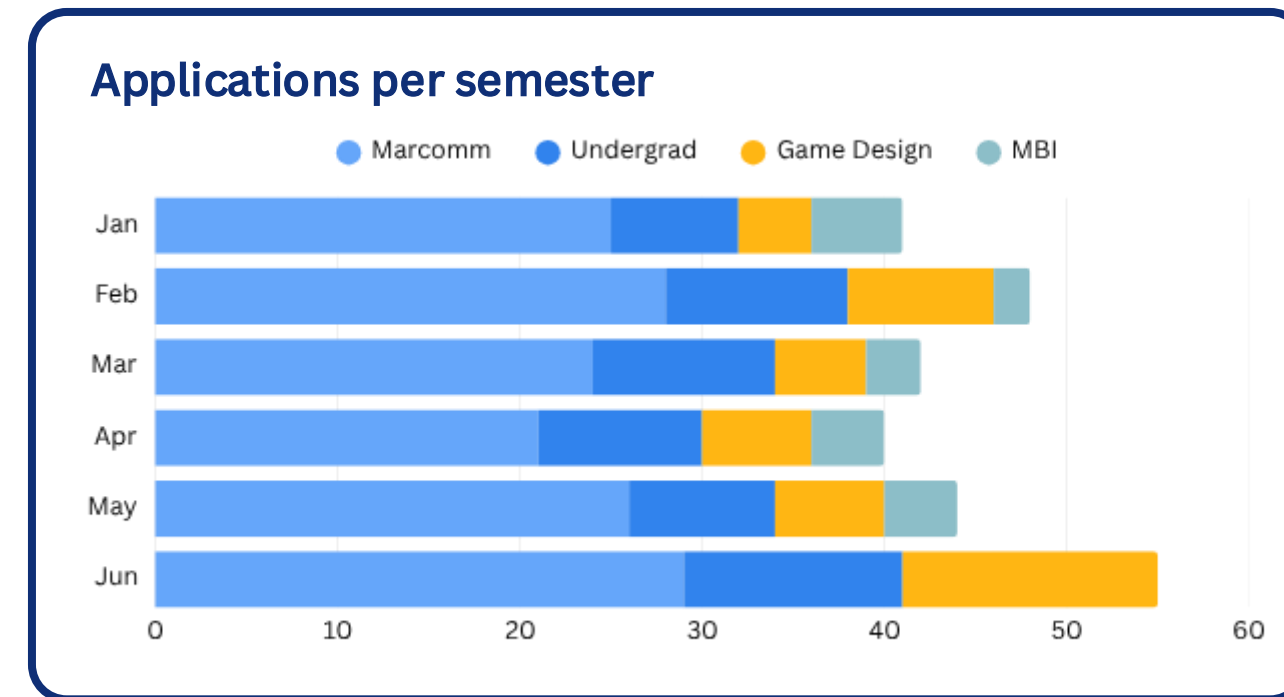
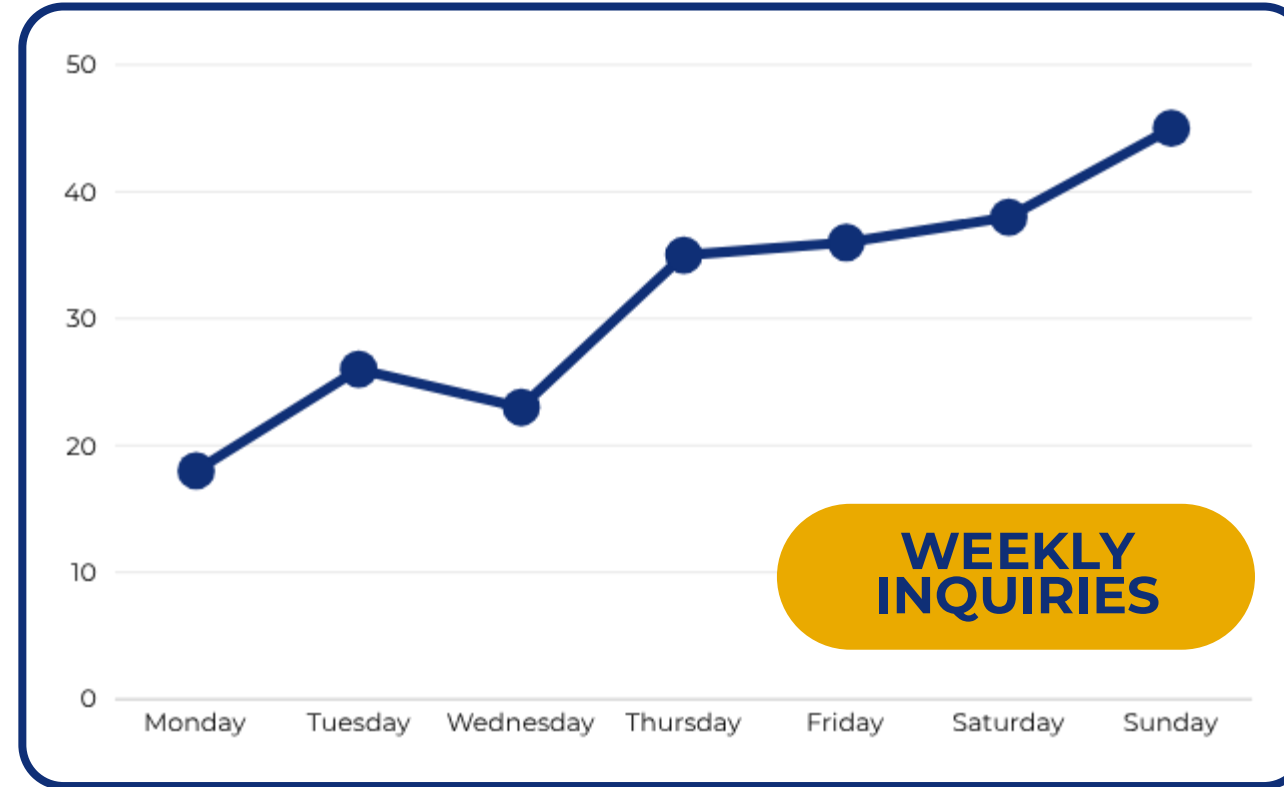
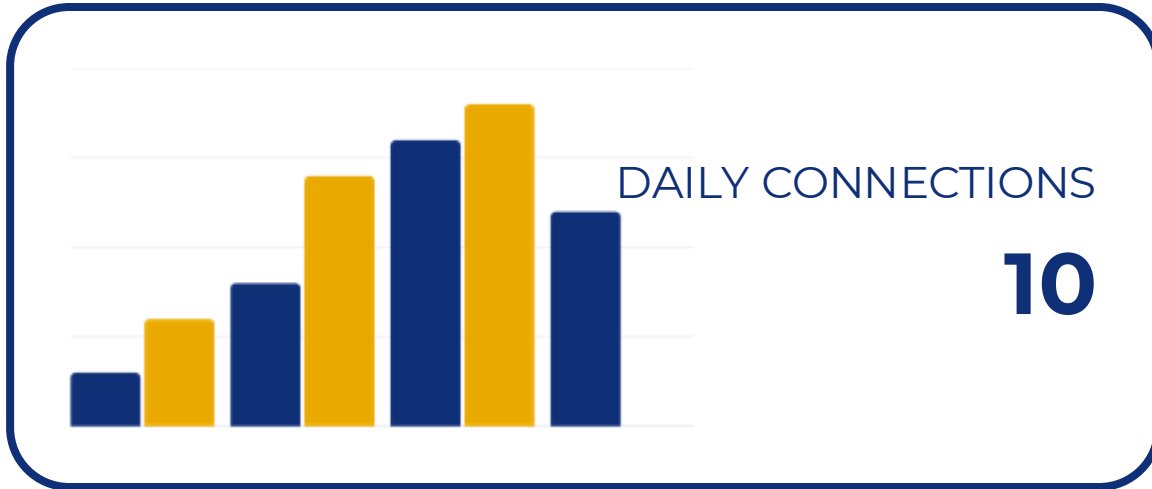
Let's look at the CCAM Online Programs



North Star



WVU CCAM ONLINE PROGRAMS



MARCOMM ADMITTED FALL 2026 **85**

BS IMC ADMITTED FALL 2026 **15**

GAME DESIGN ADMITTED FALL 2026 **8**

MBI ADMITTED FALL 2026 **15**



The Pace Loop

P

Pull

Pull your data weekly/monthly
Choose 1-2 sources. Don't boil the ocean.

A

Analyze

Compare vs. goal and prior period.
Ask: what changed and why?

C

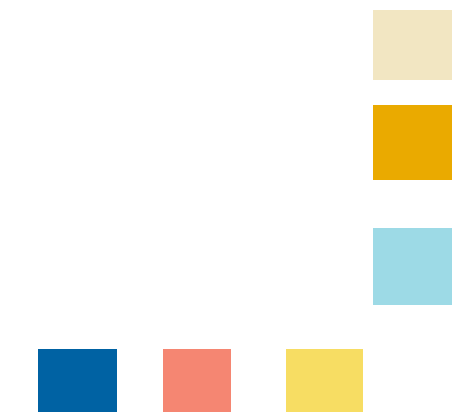
Channel

Make one change per channel.
Document your hypothesis before acting.

E

Evaluate

Give it 2 weeks minimum.
Then measure, learn, repeat.



Your Action Plan

Today

Pick your North Star metric

One metric. Rally your team around it. Print it on the wall.

Next seven days

Audit your current metrics

List every metric you report. Mark each as Signal or Noise. Kill the noise.

Next 2 weeks

Standardize your UTM taxonomy

Create a shared naming doc. Enforce it. 90% of attribution problems disappear.

Next 2 months

Build a 1-page channel scorecard

3 KPIs per channel. Review weekly. No spreadsheet rabbit holes.

Next quarter

Run your first PACE cycle

Pull → Analyze → Change → Evaluate. One hypothesis. Document the result.

"In a world where we're surrounded by more data than ever before, our competitive advantage isn't collecting more information, it's knowing which signals to trust and having the confidence to act on them."

More data doesn't create better marketing.

Better decisions create better marketing.

**Start small, focus on the signals that matter,
and let the data guide your next action.**

Integrate
2026

Thank You

Time For Questions

Let's Connect
on LinkedIn

