

## CONTRIBUTORS:

Brian Buzier, Pandora  
Christopher Curtis, Connexity  
Jason Downie, Lotame  
Michael Greenspan, Match  
Media Group  
Varun Gudiseva, Xaxis  
Sam Hill, Lotame  
Leszek Izdebski, Cisco  
David Justus, Magnetic  
Eli Karplus, Connexity

Daris Lee, Buzzfeed  
Chen-Lin Lee, Facebook  
Ana Milicevic, Sparrow Advisers  
Maja Milicevic, Sparrow  
Advisers  
Charles Roth, Varick Media  
Management  
Guillaume Schmidt, Google  
Christian Shoemaker, Google  
Ethan Simblis, MeritDirect

## DATA MATURITY MODEL: .....

# CHECKLIST FOR BRANDS

..... JULY 2016 .....

## Introduction and how to use this checklist

This document is a companion piece to the recently published "[Data Maturity Model for Advertising](#)" whitepaper. Where the whitepaper establishes a maturity model, the checklists aim to be more prescriptive by outlining some real-life data scenarios that are indicative of a company's overall data maturity. Depending on what type of business use case(s) you're seeing day-to-day and which side of the ecosystem your company sits on, the checklists aim to provide a high-level framework and a set of sample questions to use for maturity self-evaluation. Currently there are four versions: for publishers, agencies, brands, and data technology vendors.

This checklist presents the framework from the perspective of data providers. It will apply to anyone who makes user-level data commercially available, whether through private or public marketplaces, across select or all relevant addressable channels.

The questions below are grouped according to the four main areas of the data lifecycle, as outlined in the Data Maturity Model whitepaper. These are: data collection, data processing, data activation, and organizational readiness. Each true statement carries one point; if only part of the statement applies to you then you may award it a fractional score (e.g. 1/2 point). Add up the points at the end for a quick assessment of overall data maturity:

Score	<12	12-20	>20
Maturity	Low	Medium	Advanced

To tailor this framework further you may wish to add additional questions that are specific to your organization, omit/rephrase existing ones if you find that they do not apply to your circumstances, or assign more weight (e.g. a higher point value) to specific questions/sections. For example: if you specialize in mobile and proximity data you may choose to extend this checklist with a section dedicated to specific challenges with data from these two sources.

## Checklist for data providers

### DATA COLLECTION

- 1. We document where data in our system is sourced from (e.g. census data, online behavior data, declared data, etc)
- 2. We know how 'fresh' each data point in our system and our clients are able to make purchase decisions based on data freshness
- 3. Our segments consist of offline and online data and various degrees of Personal Identifiable Information
- 4. Our segments consist of observed, declared, inferred, and modeled/derived user signals
- 5. We are able to offer channel-specific data sets (e.g. only for set-top-box activation) in addition to cross-channel segments
- 6. The data we collect has significant coverage in a given geography (e.g. number of records represents a significant portion of the population)
- 7. Our data adheres to all relevant regulatory requirements (e.g. DMA, CAN-SPAM, pre-Do Not Call scrubbing, etc)
- 8. We are able to provide data rollups of different granularity (e.g. user-level, household level, zip-code level, designated area, etc)

### DATA PROCESSING

- 9. We're able to uniquely identify users and all the corresponding data attributes that are tied to a given user
- 10. If multiple source systems provide the same data point, we know which system is to be treated as the system of record
- 11. We can set different criteria for user segments (from binary yes/no if someone qualifies for a segment to degrees of qualification, e.g. 60% and higher propensity to be a frequent patron)
- 12. We can create, take action on, and provide reporting for custom segments in a timely manner
- 13. We can create exclusive segments and make them available only to a specific subset of clients

- 14. We can propagate changes to a customer's profile promptly to all downstream partners
- 15. Our data sets can be used for targeting as well as for research purposes
- 16. We offer our own marketing services resources that can create business cases for use of our customer data and assist clients with specific requests

### DATA ACTIVATION

- 17. We support multiple matching partners and synchronous and asynchronous methods of making our data actionable
- 18. We strictly adhere to our client's privacy and data rights usage policies
- 19. We've created and continue to evolve a strong data activation partner ecosystem that enables our clients to take timely action with our data
- 20. We offer our own centralized data platform in addition to working with multiple activation partners
- 21. We adhere to any channel-specific restrictions in data usage

### ORGANIZATIONAL READINESS

- 22. Our organization has a dedicated data owner at the executive level (e.g. Chief Data Officer) or this function is explicitly the purview of CMO, CIO, other CxO
- 23. Our organization continually invests in training, certification and similar professional development programs when it comes to data
- 24. Data professionals have clearly defined career tracks
- 25. We take an active role in definition of industry standards and encourage participation in industry bodies like the IAB