Claravine FAQs:

Many Adobe Experience Cloud users struggle with data quality and consistency, impacting the value they derive from their Adobe implementation. Claravine is a certified Adobe partner that helps marketing teams and agencies create and validate campaign tracking at the point of campaign creation while ensuring a consistent taxonomy across channels and geographies. Customers of Claravine and Adobe have a track record of experiencing more unified, deeper insights that contribute to customer retention and satisfaction.

What problem is Claravine meant to solve?

Marketing campaign tracking often lacks an enforceable process to insure classifications are implemented consistently and flowing correctly to Adobe ahead of campaign execution. As a result, campaign tracking is often highly inaccurate and difficult to aggregate by campaign, content type, region, etc.. As an example, Adobe Analytics users are often left with significant portions of spend categorized as "unspecified", creating friction for teams and requiring extensive data cleaning efforts. Ultimately, this lack of data quality reduces confidence in results and limits the value that can be derived from the Adobe Experience Cloud.

How does Claravine solve this problem?

Claravine is a SaaS platform that allows organizations to enforce a consistent taxonomy for tracking campaigns and digital experiences across channels, content, and geographies. Marketers have the capability to easily generate tracking, populate classifications, and instantly validate tracking capture into Adobe. As a result, organizations are able to achieve deeper, more accurate insights through Adobe Analytics, Adobe Target, and Adobe Audience Manager with a greater number of consistently applied classifications.

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Which customers are using Claravine and what results are they experiencing?

Claravine has a track record of success with over 3,500 brands globally, including Nike, Dell, Cigna, GSK, and others. Most of these clients reported that they were able to increase effective tracking coverage to 99%+ of total marketing spend and increased the number of tracking code classifications by 3x. For each dollar of additional coverage, customers reported an increase of 10% - 15% in Return On Ad Spend (ROAS), as they were able to better understand, reduce and/or optimize that spend.

Specific Adobe customer references are available on request through Claravine.

How can Claravine help me secure account renewal?

As mentioned, data quality and consistency can dramatically limit the value users derive from their Adobe implementation. Claravine immediately rectifies this issue, allowing users to experience the full depth and richness of insights and capability available through the Adobe Experience Cloud. Customers of Claravine and Adobe have a greater track record of renewing and upselling into the Adobe portfolio.

Does Claravine require implementation?

No. Claravine is built to work in concert with any existing Adobe implementation, and can be easily configured with historical tracking code data. Enterprise customers typically require no more than 10-20 hours of total training before organization-wide launch.

How is Claravine priced?

Claravine is offered at a price per user seat level, with a sliding scale based on total number of users.

How should I introduce my client to Claravine?

Please connect any potential interested parties with the designated Adobe partner contact for Claravine, Darren Fay. He can be reached via email at dfay@claravine.com or via phone at 385-955-0037.

Where can I find answers to additional questions?

Please reach out to Darren Fay at Claravine with any questions at dfay@claravine.com or via phone at 385-955-0037. Claravine is a certified member of the Adobe Partner Program.