Office of Marketing

Alteryx Blueprints

WWCA-Excellence



Marketing Blueprint

Marketing Blueprint

FUNCTION / DEPARTMENT

USE CASES

Demand & Lead Generation

Webinar/Podcast/ Blog Topic Modeling

the

Gated Content Collection & Analysis

Events Data Collection

Bottom LEAD GEN Lead Routing

LEAD GEN

LEAD GEN

Lead

Scoring

SEGMENTATION Demographic / Psychographic Funnel **SEGMENTATION** Cluster Analysis Overall **CAMPAIGNS** Attribution (MMM / MTA)

FIELD MKTG

Location-based

Marketing

DEMAND GEN

Persona Profiling

DEMAND GEN

LEAD GEN

& Analysis

do

Predictive Targeting **SEGMENTATION** Recency, frequency, monetary value (RFM) **CAMPAIGNS AB** Testing **CAMPAIGNS**

ROI

Modeling

CAMPAIGNS

Digital Marketing

Keyword Bidding Analysis

DEMAND GEN SEO - Key Word Clustering

DEMAND GEN SEO Metrics collection from Tools

DISPLAY ADS Ad Spend Analysis

SOCIAL MEDIA Engagement Analysis

SOCIAL MEDIA Social Listening

SOCIAL MEDIA Paid Social

LIFE CYCLE **Email Marketing**

Corporate Communications

SOCIAL MEDIA Organic Social Media

MEDIA AND PR Brand Impact: Social Sentiment

MEDIA AND PR Media Coverage Collection & Analysis

MEDIA AND PR Media Reach Collection & Analysis

MEDIA AND PR Share of Voice: Collection & Analysis

INTERNAL COMM Communication lists and scheduling

Strategic Initiatives & Operations

INTEGRATION

Customer 360

(Martech, CRM, ERP

MKTG AUTOM

List Load Automation

MKTG AUTOM

Mapping UTM between

MAP to CRM

MKTG AUDIT

Data Quality

Assurance

KPIs, Consolidation

& Reporting

ENRICHMENT External Data Providers

INSIGHTS Trial Conversion Analytics

INSIGHTS Customer Database Health

INSIGHTS Lead Conversion Analytics

Customer Behavior (Transaction/Usage)

INSIGHTS Churn Rate / Retention Scoring

EMAIL Email Touch Limit Optimization

EFFICIENCY

Sales response time to qualified lead

AD TRAFFICKING Media Plan Activations

> **BUDGETING** Marketing Spend Analysis

Customer Experience

LIFECYCLE

Customer Lifetime Value (CLTV)

LIFECYCLE Pricing Strategy & Analysis

LIFECYCLE Market Basket

LIFECYCLE Survey Analysis

LIFECYCLE Recommendation

Engine

LIFECYCLE Next Best Action (NBA)

Program LIFECYCLE

LIFECYCLE

Loyalty

Engagement Scoring

LIFECYCLE Net Promoter Score (NPS)

DATA SOURCES / INTEGRATIONS









































Google Analytics