# GenAI: The Catalyst for a Renaissance in Data Governance in MarTech

INTRO   We've all heard the trope, "Data is the new oil," yet most MarTech companies still struggle with unlocking its true potential. One of the biggest challenges in harnessing data effectively is that traditional data governance practices haven't kept pace with the explosion and complexity of data and user needs.
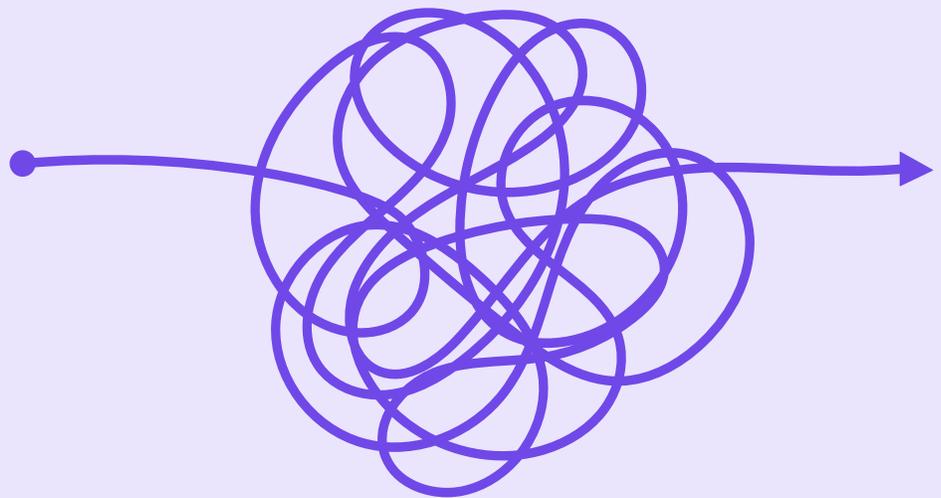
"90% of marketers say improving CFO understanding of ROI is key to bolstering future budgets."

SNOWFLAKE'S THE MODERN MARKETING DATA STACK REPORT

THE OLD WORLD

Data catalogs, the cornerstones of these practices, have become siloed repositories designed primarily for the highly technical. While powerful in the hands of experts, these tools present a barrier to the less technical business user. They often lack the intuitive user experience and collaborative features needed to truly empower the broader business. Stuck in a world of bureaucratic checklists and technical jargon, data governance struggles to deliver on the strategic promise of data-driven decision-making.

Worse yet, traditional catalogs rarely foster collaboration between the producers and consumers of data. They become isolated repositories of information rather than dynamic platforms where teams can share insights, discuss data quality issues, and collectively improve the value of the company's data assets.

Another critical failing of legacy approaches is their focus on bureaucratic outcomes. They emphasize adherence to internal policies and procedures rather than aligning data governance efforts with the strategic goals of the business. This misalignment leads to a disconnect between the data governance team and the rest of the organization, hindering the adoption of data-driven decision-making.

This is where GenAI can be a transformative force. GenAI can help marketing technology companies transcend the limitations of traditional data governance and supercharge their journey of driving strategic value from their data. Let's explore a few examples of how GenAI can assist teams throughout the production, consumption, and governance of data.

1 FROM CATALOGS TO CONVERSATION

2 FROM COMPLEX SQL TO SIMPLE ANSWERS

3 FROM SPARSE DOCUMENTATION TO UP-TO-DATE INSTITUTIONAL KNOWLEDGE

4 FROM MEASURING METRICS TO MEASURING OUTCOMES

1. FROM CATALOGS TO CONVERSATION

Example: A marketing analyst at a leading MarTech firm needs to quickly access data on recent campaign performance to prepare a report for a client meeting. Instead of navigating through multiple databases and systems, the analyst asks GenAI, "Where can I find the latest data on our email campaign performance?" GenAI instantly retrieves the relevant trusted datasets, enabling the analyst to make informed decisions swiftly. This conversational approach eliminates delays and builds confidence in the data team by providing immediate, accurate answers.

2. FROM COMPLEX SQL TO SIMPLE ANSWERS

Example: A customer success manager needs to analyze customer engagement metrics across different digital channels. Traditionally, this would require complex SQL queries and assistance from data specialists. With GenAI, the manager can ask for a summary of engagement metrics in plain language and receive a clear, concise answer. GenAI can also automatically generate detailed documentation, translating technical data into understandable insights for various stakeholders, thus enhancing transparency and efficiency.

3. FROM SPARSE DOCUMENTATION TO UP-TO-DATE INSTITUTIONAL KNOWLEDGE

Example: A compliance officer at a marketing technology company needs to ensure that all regulatory documentation related to data privacy is current and comprehensive. GenAI automatically scans internal communications and updates documentation accordingly, identifying key regulatory changes and generating detailed reports for both technical and non-technical audiences. This process aids in

consistent and up-to-date compliance, reducing the risk of regulatory breaches and improving the company's reputation with regulators.

4. FROM MEASURING METRICS TO MEASURING OUTCOMES

Example: The Chief Data Officer (CDO) of a major MarTech company wants to align data governance with strategic business goals, such as improving customer retention and increasing ROI on marketing spend. Traditional metrics, like the number of documented data assets, are insufficient. GenAI enables the CDO to focus on outcome-based metrics, such as the impact of data governance on campaign effectiveness and customer lifetime value. By automating routine tasks and simplifying data access, GenAI allows data professionals to concentrate on strategic initiatives that drive business growth and innovation.
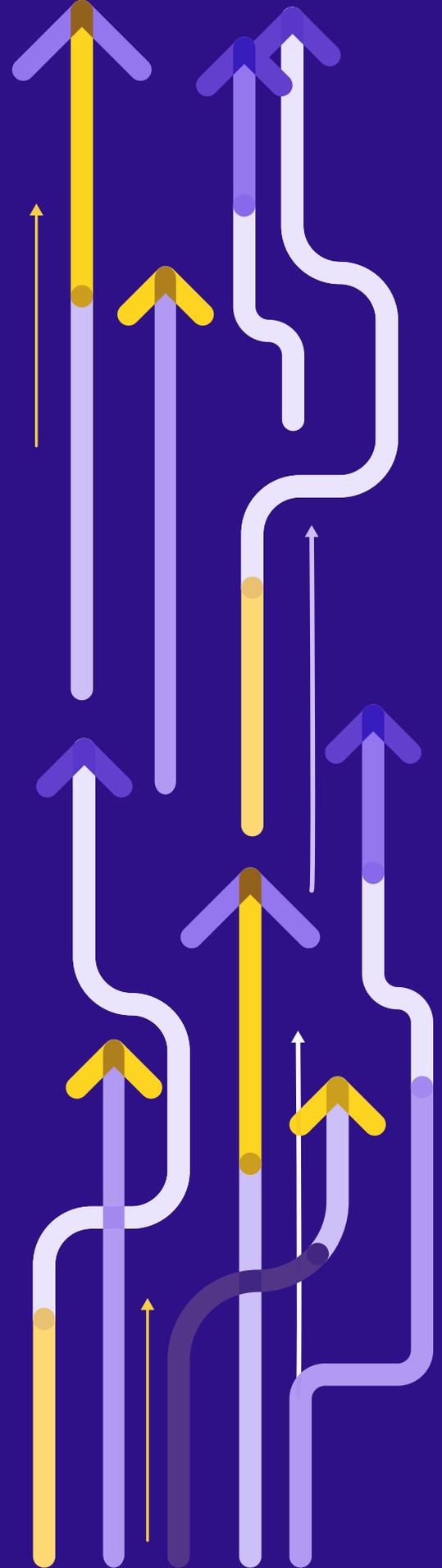
MINIMIZING RISK WHILE RIDING THE WAVE

As we ride the wave of innovations in GenAI, it's crucial for marketing technology companies to choose data catalog technologies that go beyond superficial enhancements. Look for solutions that leverage generative AI to address the root problems of data governance rather than simply adding a "copilot" experience. These solutions should focus on improving data discoverability, facilitating collaboration, and automating tedious tasks. By selecting a platform that aligns with these principles, MarTech organizations can minimize risk and maximize the benefits of generative AI in their data governance journey.

Remember, the goal isn't just to automate existing processes but to fundamentally reimagine how we interact with and govern data.

Metaphor.io has been trusted by some of the world's leading marketing technology companies, including The Ovative Group. Join them in transforming your data governance with GenAI.

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