

# Architecting a Ground-Up Data Framework

## The Challenge

A content-to-commerce production and distribution network required a ground-up approach to building a content-to-commerce data framework, which would enable them to link content consumption with e-commerce transaction. Linked data points could then be used to create audience criteria, which could be retailed alongside media packages for targeted advertising and sponsorship purposes.

## Solution

- Actable designed an end-to-end platform solution that used a CDP as a central node to synthesize and syndicate data between:
  - Media Distribution Platforms
  - 3<sup>rd</sup> Party Data Feeds
  - Data Systems
  - Advertising Platforms

## Results

- The resulting solution uses the CDP to organize users into deployable audiences based on rules-based triggers sitting on both the inbound and outbound data pathways
- Data normalization on inbound data pathway optimizes data warehousing costs, while outbound syndication can be used for targeted media campaigns

Current Projects: TBD Pending Funding

TLN ❤️

