

A ONE-DAY WORKSHOP FOR MARKETING AND DATA TEAMS

Talking to Data Engineering

Most martech projects don't stall on disagreement. They stall on the false kind of agreement, where marketing and data engineering leave a meeting certain they decided the same thing, and find out six weeks later that they **didn't**.

A REQUEST I'VE SEEN IN MOST SLACK CHANNELS I'VE BEEN LET INTO

"Can you sync the lapsed-customer audience to Braze in real time? Just needs the churn model score on each profile."

Nothing about it is unreasonable. It also contains six words that mean something different to the person who has to build it. Nobody finds out until the segment refreshes daily instead of hourly, and the field the campaign was built on isn't there.

One day, in your building, with your marketers and your data engineers in the same room, working on your own briefs.

Nobody writes SQL.

What people write is the request they were about to send on Monday. Then they rewrite it with the person who would have to build it sitting across the table, arguing about it.

WHAT YOUR TEAMS LEAVE WITH

A shared vocabulary

The words that caused the trouble, defined out loud by both sides.

Requests that can be built

Without the data team guessing what you meant.

Decisions made on purpose

On speed, identity and sign-off, rather than by whoever picked up the ticket.

I'm **Matthew Niederberger**. I've spent twenty years in martech, starting as an analyst, and I work independently with brands in the UK, US and Europe on customer data, CDP architecture and the organizations that have to run them.

THE DAY

Six modules, one hour each

Short teaching, then an exercise on your own work rather than a case study. Participants bring one real brief or data request with them.



Say what you mean

1

Same word, different meaning

Take the brief you brought, find the words that mean two things, and have both sides define them out loud.

2

A request someone can act on

Rewrite a one-line request into the six decisions it was missing, then hand it to someone to break.

Know what it costs

3

What real time actually costs

Place your own use cases on the speeds between nightly batch and streaming, with a reason behind every deadline.

4

Same customer, different records

Match versus merge. Set a threshold and see who it merges into one person and who it splits into four.

Decide who decides

5

Who's allowed to say yes

Map the consent and approval path for one live project, and find the step nobody owns.

6

A goal a system can act on

Write a four-part goal, including the guardrail everyone leaves out. This is where agentic AI comes in.

WHO SHOULD BE IN THE ROOM

Marketing operations, CRM and lifecycle, martech leads and campaign owners, and the data engineers they depend on.

Send both sides. Half the day is about what the other side hears.

WHAT'S INCLUDED

- A review of every brief sent in
- A printed workbook for everyone
- The day itself
- A follow-up call 30 days later

FORMAT

In person at your offices, 09:00 to 16:30. No prerequisites, and no laptops beyond one per pair.

Vendor-neutral. No product is pitched, and none is the answer.

€6,500 per day, excl. VAT

Up to 20 participants, or up to 24 at €250 per extra person. Travel outside the Netherlands is billed at cost.

NEXT STEP

Book a 30-minute intro call

booking.akiflow.com/martechtherapy30
martechworkshop.com