

NEED A DATA DIAGNOSTIC?

Why? The Marketer's Challenge:

The modern day marketer faces many challenges in an effort to prove and improve meaningful business impacts.

Challenge #1 Ability to produce accurate, timely, meaningful data & reports:

Meaningful Reports: the right data and reports to deliver meaningful insights and data driven decisions.

Accuracy = Credibility: scrub, de-dup, audit & automate to objectively verify- deliver credibility.

Data Connections: connect & correlate all marketing data, semi-automated and fully automated w/ APIs.

Granularity: drill down into business question after business question, n-dimensional.

Speed: w/data automation deliver reports that enable data driven analysis, insights and action on demand.

Challenge #2 Unlock meaningful analysis, insights and action:



Business

What is my return on marketing investment? Forecasted revenue from marketing activity? How is marketing affecting funnel quality & velocity?



Marketing

What should I spend on marketing to drive quality leads (cost/p): C/MQL, C/SQL, C/Closed Won. Attribution, what campaigns, channels, content produced qualified leads and sales?



Customer

Who are my best prospects, what resonates and how do I attract more? Why do our best prospects engage with us?

THE DATA DIAGNOSTIC VALUE:

STEP 1

Data Consultation

Leverage a seasoned data & business expert in a complimentary one hour consultation to assess your current data maturity opportunities.

Uncovering:

Requirements & Business questions - what do you want to understand?

Configuration and Tech Audit - can your tech support your ability to answer the business questions?

Data Profiling and quality audit - is your data accurate + high quality enough to answer the questions?

Business Process audit - does your business process support answering the business questions?

Benefits:

Ensure accurate data capture for more reliable insights.

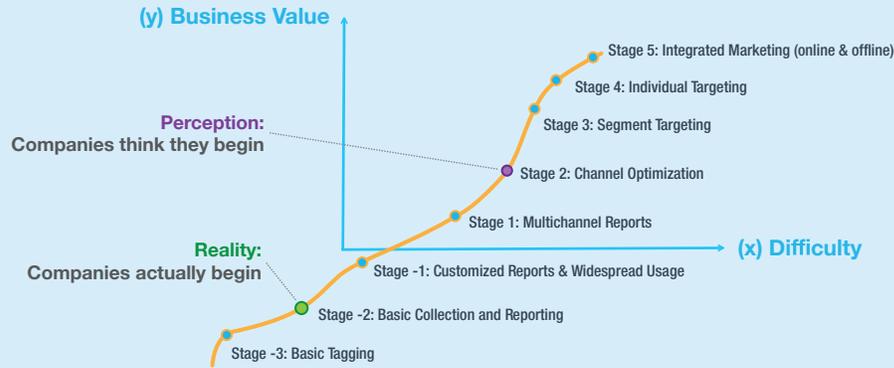
Ensures your organization's business processes are aligned with your measurement goals.



STEP 2

Data Maturity Assessment Reality

Understand where you stack up against your fiercest competition.



STEP 3

Analytics Diagnostic

*What needs to be fixed with your current, specific web analytics configuration. As the first step in helping you along your data maturity journey.

Uncovering:

Key issues in your setup - Examination of tracking code deployment and goals & funnels audit.

Supplementary features - Demographic & industry benchmarking enablement.

Baseline performance review - A snapshot of your month-on-month performance.

Configuration recommendations

Our Data Marketing Experts Will Check For:

- ✓ Data Benchmarking
- ✓ Duplicated Filters Check
- ✓ Segment Check
- ✓ Internal Visit Filters
- ✓ Page Value
- ✓ Google Analytics Code
- ✓ Funnels Implementation
- ✓ Goals Implementation
- ✓ Adword Implementation
- ✓ Adwords Autotagging
- ✓ Site Search Implementation
- ✓ Multi-Channel Funnels
- ✓ Content Group Tracking
- ✓ Event Tracking
- ✓ Behavior Tests



STEP 4

Executive Level Data Maturity Road Map

Chart the course for collecting and connecting data to drive greater sophistication and results. Evolve over time to prove and improve marketing ROI, understand the major phases and where you stand in this maturity assessment.



* must have Google Analytics for this report.

DATAWELD