

11 REASONS MARKETING ANALYTICS

IS

BROKEN

Lessons learned from the trenches



INTRODUCTION

Today, the marketing industry is still struggling to achieve “marketing analytics 101” while at the same time the need for advanced marketing analytics has never been higher. What appear to be basic business questions can be difficult if not impossible to answer. “Advanced” questions are rapidly becoming the new normal expectation. Unfortunately, teams are trying to run but in reality, can barely walk.

State of Marketing Analytics



BASIC	ADVANCED	ADVANCED+
<p>First Touch - One Dimensional</p> <ul style="list-style-type: none"> • Lead Volume • Funnel Milestones Volume • Sales Volume 	<p>Multi-touch - One Dimensional</p> <p>Everything from Basic from a multitouch perspective +</p> <ul style="list-style-type: none"> • Leads (First, Last, Multi) • Marketing Influence on Funnel Milestones • Marketing Influence on Sales • Marketing Effort 	<p>Multi-touch - Multidimensional</p> <p>Everything from Basic & Advanced from a multidimensional perspective +</p> <ul style="list-style-type: none"> • Marketing Velocity • Conversion Rate (Cohort, Looking Back) • End-to-End Funnel Waterfall
<p>Which source drives the most net new leads?</p> <p>How many leads become MQL?</p> <p>How many leads become Opportunities?</p> <p>How many leads become Wins?</p>	<p>What percentage of deals have Marketing influence?</p> <p>How many marketing touches does it take to close a deal?</p> <p>What marketing sources influence the largest deal sizes?</p>	<p>What marketing tactics have the fastest lead-to-close?</p> <p>What type of content influences the most revenue?</p> <p>Which of our eBooks on Google Adwords influence the most revenue?</p> <p>What type of content has the best lead-to-close conversion rate on Display advertising?</p> <p>Does paid media or Organic Search drive the most MQLs?</p> <p>What mediums are best for net new lead vs. last touch before the win?</p> <p>What is our View-to-MQL ratio?</p>

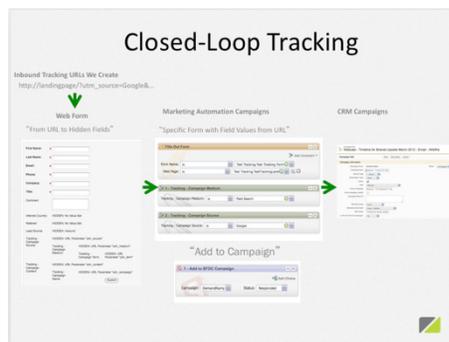
OUR JOURNEY

rampmetrics has been helping companies for 7+ years with Marketing Analytics, we started as a services company. Before we created rampmetrics, we created some award-winning processes, templates and training to solve the Marketing Analytics challenge. The truth is we succeeded and at the same time failed. Our success was about doing more with native Marketing Automation tools than had ever been done before through process innovation and wrapping that unique process with training and technology to enhance the native tool. The failure was while our solution produced impressive analytics we discovered more problems than solutions when doing Marketing Analytics at scale.

TRAINING

TEMPLATES & BEST PRACTICES

PROCESS



0. Instructions

- | | |
|-----------------|--|
| | SFDC Campaign Side |
| | 0. Decide which Content Type you are setting up. Webinar, Document, etc.. Then go to the corresponding tab in this excel |
| Excel/Generator | 1. Choose Parent Campaign name - using this Excel-based Generator |
| Excel/Generator | 2. Clone SFDC Parent Campaigns. Now that you have a Parent Campaign name, login to SFDC and clone from the DemandRamp campaign templates |
| SFDC | Clone the parent campaign: |
| SFDC | - Search for "DemandRamp Campaign Templates" in SFDC to find) |
| SFDC | - Click View Hierarchy to see all of the Parent campaigns |
| SFDC | - Click "Clone" button |
| SFDC | Update the following fields in the cloned parent campaign: |
| SFDC | - Change Campaign Name per excel-base generator |
| SFDC | - Delete Parent Campaign Name |
| SFDC | - Change Content Name to be same as Parent Campaign Name |
| SFDC | - Change Status to In Progress |
| SFDC | - Check as Active check box |
| Excel/Generator | 3. Create Child Campaigns - Use this Excel-based generator |
| Excel/Generator | - Choose Content Type, Content Type Category |
| Excel/Generator | - Review Child Campaigns |
| Excel/Generator | - Copy Child campaigns highlighted in blue and paste as values into CSV |
| Excel/Generator | 4. Upload CSV to SFDC via Apsona |
| Apsona | - Open CSV file with child campaign info |
| Apsona | - Login to Apsona within SFDC |
| Apsona | - Click on Campaigns tab |
| Apsona | - Click Tools > Import/Update |
| Apsona | - Import new records |
| Apsona | - Match fields in the CSV |
| Apsona | - Make sure to choose Parent Campaign for checkbox |
| Apsona | - Review import |
| Apsona | - Download results log |
| SFDC | 5. Update Campaign Member Status |
| SFDC | - Update Member Status Imp. Action_Clicked via Advanced Setup |
| SFDC | - Update Member Status Imp. Action_Opened via Advanced Setup |
| SFDC | - Update Member Status Imp. Action_Viewed via Advanced Setup |
| | Marketo Side |
| Marketo | 6. Clone Marketo Program |
| Marketo | Update & Activate ROI Tracking Smart Campaigns |
| Marketo | - 3 - Filled out Form - MKTO (Trigger) |
| Marketo | - Clicked Email Smart Campaign |
| Marketo | - Opened Email Smart Campaign |
| Marketo | - Substantial Engagement Smart Campagins |

DEFINING THE MARKETING OPS WAY

Our older way of operating is what we call the “Marketing Ops Way”. The Marketing Ops Way has these foundational concepts:



- **People Powered Automation** - Marketing Analytics starts with Marketing Operations setting something up each time. It’s a running joke that Marketing Automation is not automated but in the area of Marketing Analytics the human powered approach is a real problem (Cloning, configuring, setup check list)
- **Native Marketing Automation** - We found that native Marketing Automation tools cause significant data loss ranging from 80% to 98%. In addition, Marketing Automation data models are inherently one-dimensional because they are not designed to be specialized Marketing Analytics tools in the first place.
- **Reporting Tool** - Flowing data captured by Marketing Automation into a reporting tool such as CRM reporting or Business Intelligence tool is a smart idea. The real challenge is lives in what is the depth and quality of that data and how much time does it take to setup, manage and maintain the reporting tool. For example, flowing data form native marketing automation into a CRM reporting tool will not give you a marketing attribution model or engine. The attribution logic is a specialized piece of software that needs to be created. Most marketing organizations do want to write code just to see the results of marketing. Ambitious teams that write their own attribution code quickly realize the challenge of responding to change request and maintenance.

11 REASONS MARKETING ANALYTICS IS BROKEN

(Lessons learned from the trenches)

1. Business Intelligence tools will not fix your marketing analytics problem, but they will reveal the problems with your data
2. Artificial Intelligence, analyst, data scientist, are only as good as the underlying data used to make decisions
3. One-dimensional, incomplete data is the root cause for marketing analytics frustration
4. Marketing Automation tools cause significant data loss ranging from 80% to 98%
5. Marketing Automation “vanity features” give glimpses of marketing attribution, just enough to be confusing or even misleading
6. Marketing Operations does not have time to “setup the tracking”, as a result corners will be cut
7. No amount of team training, best practices, templates will solve the problem
8. Relying on the Marketing Ops team to setup the tracking is an inherently flawed idea in the first place
9. Human error is very much in play with marketing analytics (and it seems problems are discovered just before a big meeting)
10. Mistakes can go undiscovered for weeks or even months
11. Cleaning up mistakes is time consuming and in many cases the data is not recoverable

BEHIND THE REASONS

The 11 Reasons Why Marketing Analytics is Broken are born out of 7+ years of first-hand experience working in the trenches with a wide range of marketing team stakeholders. Behind the reasons, is our distilled learnings working side-by-side with Marketing Executives, Demand Generation leaders, Marketing Operations teams, Digital marketing teams and agencies, marketing analyst and data teams.

MARKETING EXECUTIVES

When it comes to Marketing Analytics and seeing the ROI of Marketing, Marketing Executives are caught in a perfect storm of colliding root causes that at the end of the day add up to confusion, frustration and wasted marketing spend. There's a lot of confusion about what marketing automation can do and cannot do. By design, marketing automation has stopped short when it comes to marketing analytics yet dazzling demos during the sales process have created some disillusionment. Executives are not sure if they need to get more training for the team, buy another tool, hire internally, hire consultants or all of the above.

- **Mismatched Expectations.** What VPs have been sold as "easy to setup" or "default features" is not
- **Underestimating the Challenge.** Marketing Operations "we can do anything" zeal can lead to overconfidence about our ability to meet the marketing team's needs using tools that were not designed to be a complete marketing analytics solution in the first place. Ambitious teams are spending hours munging reports, doubling down on process/template improvements, and in some case developing tools in-house
- **Attempts to Solve.** Marketing Executives commonly try to solve the problem by buying Business Intelligence tools and hiring BI developers, getting the team more training and/or hiring consultants
- **Do More With What We Have.** Executives commonly give the mandate to get more out of what we already have. Marketing Operations "can do" mindset can be a factor because the team feels if they just had more time they really could do more with their existing tools.

Does this sound familiar?

 <p>CMO</p> <p>"So, I've signed a deal with a business intelligence tool and we are in the process of hiring a data engineer to help us out"</p>	 <p>"Alright guys let's define our Marketing KPIs and what we'd like to see in the new dashboards"</p>	<p>[6 months later]</p> <p>We have dashboards!</p>	 <p>CMO</p> <p>"Hmm Guys... why does our new dashboard show that 60% of our sales are coming from Discover.org"</p>	 <p>Operations Manager</p> <p>"Yeah that's what I was saying. Our data needs work. But that is a sweet looking dashboard though"</p>	 <p>CMO</p> <p>"CMO is getting frustrated!"</p>
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NEEDS

CHALLENGES

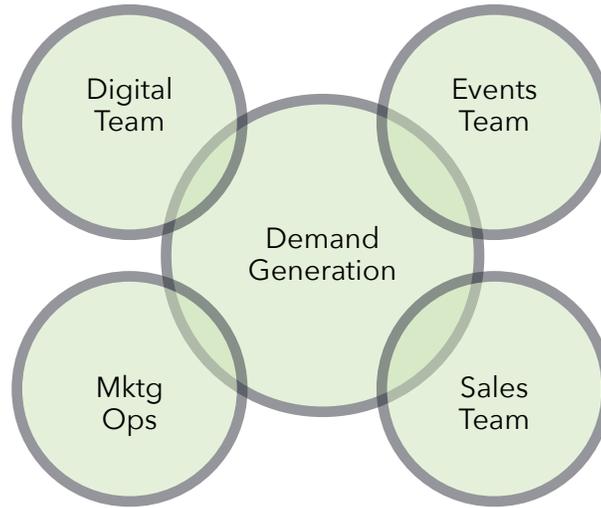
Justify Marketing Budgets	Data is incomplete or missing
Marketing Mix Optimization	Data doesn't have enough depth to make high quality decisions
Confidence in the Data	Already have tools and the team is working hard but still don't have confidence in the data
Enforce Data Quality	Lack of knowledge or tool capability

DEMAND GENERATION

The phrase “caught in the middle” has never been more true for Demand Generation teams. Demand Generation leaders are heavily dependent on the other teams to effectively track and show Marketing ROI.

- **Cross Team Dependence.** Possible more than any other group within Marketing, Demand Generation is very dependent on the other teams to execute the tracking process flawlessly to ensure they can show the ROI of Demand Generation campaigns
 - Dependence on Marketing Ops team to “setup the tracking”
 - Dependence on Analyst team to “run the numbers”
 - Dependence on the digital team to track ROI for digital campaigns
 - Dependence on events team to track ROI for offline campaigns
 - Try to train the sales team on their role in ensuring we can connect campaigns with sales
- **Online & Offline.** Modern marketing is inherently cross-channel and multi-touch. Demand Generation teams struggle to get a complete picture of marketing attribution because of the challenges associated with measuring online and offline in an integrated and reliable way.
- **Multi-touch Attribution Aware.** Demand Generation teams are commonly big advocates for multi-touch attribution because they have been burned by the limitations of “lead source” or first or last touch attribution.

Demand Generation Caught in the Middle



NEEDS

CHALLENGES

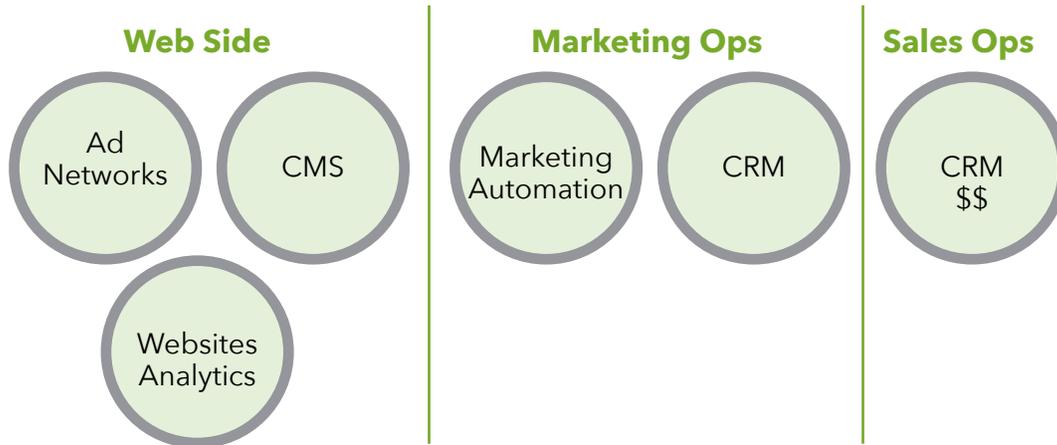
Automate Manual Processes	Dependent on other teams to deliver results
Meet Lead Volume Goals	Use channels that have worked in the past and very cautiously try anything new
Create Marketing ROI	Accurately connecting marketing campaigns to downstream financial impact
Optimize spend towards highest business value	Difficult to integrate cross-channel conversions with business milestones
Holistic cross-channel data	Data is one-dimensional and incomplete

DIGITAL TEAMS

To show the true ROI of digital campaigns, digital teams are dragged into the world of system integration whether they want to or not. Digital teams are comfortable with “web side” tools such as Ad Networks, Website Analytics but less so with Marketing Automation and CRM. Dependency on Marketing Operations commonly slows campaign agility. Achieving closed-loop tracking from campaigns through to the sale requires the sales team run the play perfectly within the CRM. The long “data trail” flowing from Ad to Sale frequently is commonly less than flawless.

- **Net New Challenges.** Digital Teams are commonly tasked with driving net new leads. Unfortunately, identifying net new can be complicated in a multi-touch / database marketing world. Challenges with accurate “lead source” attribution continues to be a big problem for digital teams and their agency partners.
- **“Stare and Compare” (Conversion Alignment).** Significant time is spent comparing “ad side” conversions with the conversions on the marketing automation / CRM side. It’s hard to know which system to trust when reporting results.
- **Closed-Loop Challenges.** Threading a utm value from [Ad] > [Landing Page] > [Marketing Automation] > [CRM] > [CRM Transaction] can be difficult for a variety of reasons (technical, knowledge, process, execution). Even if the play is run correctly on the front end, the last step of [CRM Transaction] logging has a human element relying on the sales team track the sale properly
- **System Challenges.** Relying on tools and processes that were not designed for holistic Marketing Analytics in the first place
 - Using limited native Marketing Automation tracking capabilities
 - Marketing Operations team needs to “setup the tracking”
 - One-off tracking (using list, etc.) is not integrated with funnel and sales data
 - Using first touch or last touch attribution depending on default functionality

Digital Team Challenge



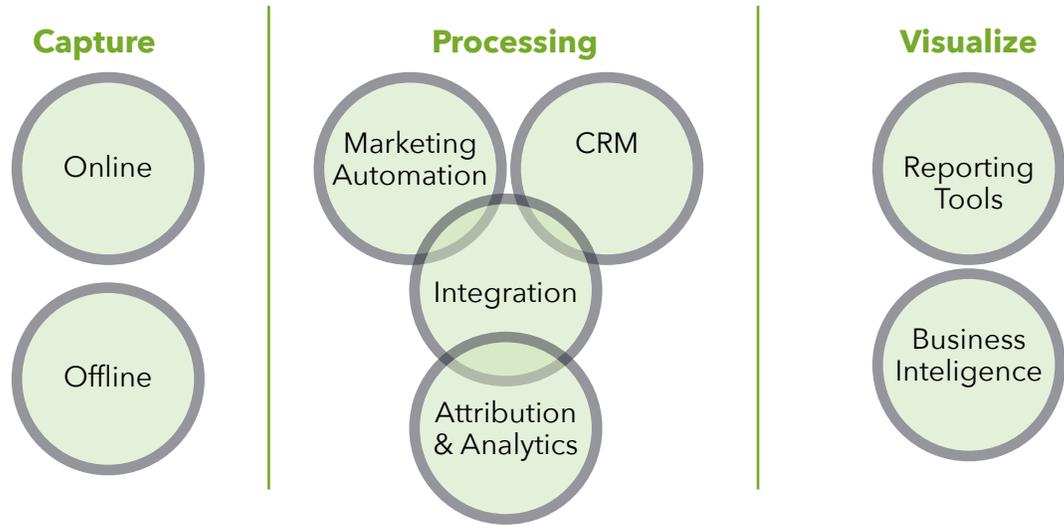
NEEDS	CHALLENGES
Meet lead volume goals via digital channels	Aligning ad network conversion metrics with the dashboards used by the rest of the team
Optimize paid media spend towards target business outcomes	Integrating “web side” data with business milestones that live within external systems
Closed-loop campaign ROI	Having a single source of truth for reporting on Marketing ROI
Cross-channel conversion tracking	Accessing Marketing ROI data across the wide range of digital channels (organic, social, paid)



Marketing Operations teams barely have time to get campaigns out the door let alone doing extra work to enable better marketing analytics. Primarily tasked with managing the “central hub” of most modern marketing organizations, managing marketing automation and the long list of important integrations (CRM, Data, etc.) is time consuming.

- **Cutting Corners.** Given the long to-do list Marketing Operations does not have time to “setup the tracking” and as a result it's common to cut corners or just give up on doing any extra work.
- **Coping Technique.** A common coping technique is to simplify tracking so that it can be managed but at the same time the simplification produces incomplete data on which to make important marketing decisions.
- **Status Slide Scramble.** Marketing Analytics is a part time focus usually spiking around planning and board meetings. Productivity can be heavily impacted around these times affectionately known as the “status slides scramble”.
- **Try to Do More With What We Have.** Marketing Operations “can do” mindset sometimes creates a problem because the team feels if they just had more time they really could do more with their existing tools. Executives fuel the fire by commonly giving the mandate to get more out of what we already have.

Marketing Ops Challenge



NEEDS

CHALLENGES

NEEDS	CHALLENGES
Defining a clear set of key metrics	Requires a combination of consensus building across the organization and cross domain knowledge
Meet the needs of the marketing team	Must give priority to campaign execution while at the same time meeting marketing analytics needs across the entire organization (Executive, Demand Generation, Digital, Analyst & Data Scientist)
Automating as much as possible	Native marketing automation tools require one-time setup that is time consuming
Detecting mistakes	Native tools are not designed to detect mistakes and monitor data quality
Avoiding mistakes in the first place	In fast paced organizations with parallel projects and competing priorities there is little to no time to get ahead and do extra work up front



ANALYST AND DATA SCIENTIST

Analyst and Data Scientists need complete, in-depth data to meet the business planning needs of the executive team. Analysts consistently ask the Marketing Ops team to provide better data to help them make better business decisions. Unfortunately, even if the Marketing Operations had time to do extra work on setting up better tracking and delivered with flawless execution they really have no way to provide Analyst with what they need using native Marketing Automation & Web Analytics tools.

- **Janitor Work.** Spending more time trying to fix and clean data than providing marketing insights
- **Dependent on Marketing Operations.** Data teams depend on Marketing Operations to provide data to work with, yet Marketing Operations is limited to what native Marketing Automation tools can provide.
- **Incomplete Data.** Data specialist pride themselves on filling in the data gaps but in many cases, there is not enough data to make statistically valid conclusions.
- **Domain Knowledge.** Marketing Analytics requires in-depth knowledge about which KPIs to report on. Analysts & Data Scientist are sometimes impacted by lack of direction and clear business requirements on which metrics to produce.

This New York Times article does a good job of articulating the challenge that Data Scientist and Analyst face when trying to help the Marketing Team. According to New York Times 70% of big data engineers time is spent cleaning and preparing the data.

Yet far too much handcrafted work – what data scientists call “data wrangling,” “data munging” and “data janitor work” – is still required. Data scientists, according to interviews and expert estimates, spend from 50 percent to 80 percent of their time mired in this more mundane labor of collecting and preparing unruly digital data, before it can be explored for useful nuggets.” New York Times

“There are two kind of data scientist. Those that can extrapolate from incomplete data.”

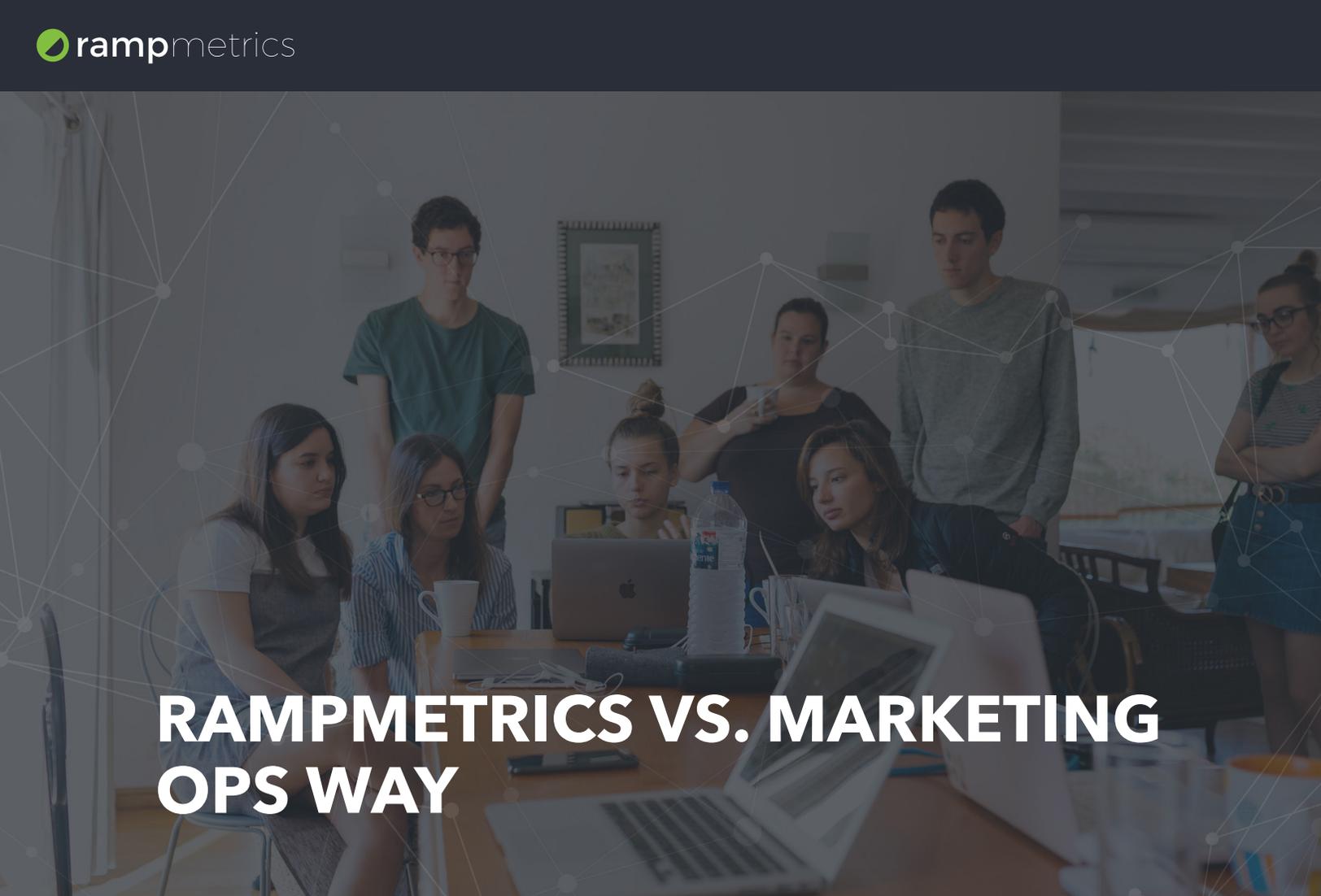
NEEDS	CHALLENGES
Better data capture	Native Marketing Automation tools cause significant data loss ranging from 80% to 98%
Better data quality	Existing systems are inherently one-dimensional and, in many cases, incomplete
Better data categorization	Marketing Operations in attempt to cope with limited tools and bandwidth end up producing overly simplified data structures which are too shallow to effectively roll up for insights
Data availability	Data silos and proprietary data models make it difficult to access and combine data for effective business planning
Domain knowledge	Many analyst and data scientist do not have marketing domain knowledge which can cause projects to get stalled at the requirements definition stage
Clear business requirements	Analyst and data scientist are dependent on the marketing team to give clear business requirements. Marketing Analytics is a specialized area so some marketers with less experience with marketing and funnel analytics struggle to create a clear set of business requirements that the analyst and data scientist can build from.

PATHS TO A BETTER WAY

To help the marketing industry to find a path towards a better way we have broken down marketing analytics into 7 key areas. In the table below, we have attempted to “net out” the main challenges and give a glimpse of where the industry needs to go in each of these areas.

	CHALLENGES	NEEDS
Data Planning	<p>Having the domain knowledge to define a high-quality set of holistic key metrics to track and measure marketing impact.</p> <p>Creating a clear set of business requirements that meets the needs of all stake holders</p>	<p>Full set of Marketing Analytics 101 and Advanced Marketing Analytics KPIs out-of-the-box</p>
Data Capture	<p>Commonly using native Marketing Automation tools which cause significant data loss ranging from 80% to 98%</p> <p>Dependent on Marketing Operations team to setup the tracking.</p>	<p>Automated data capture with no dependency on Marketing Automation, CMS, CRM</p> <p>Automated data capture for digital channels with no one time setup by Marketing Operations</p> <p>Automated data collection for offline conversions pulling from Marketing Automation or CRM</p>
Data Quality	<p>Commonly using native Marketing Automation tools which focus more on the positive than catching errors / mismatches</p>	<p>Automated data quality monitoring.</p> <p>Hot fix capability when data monitoring detects a problem without having to pull your campaign.</p>
Data Categorization	<p>Commonly using native Marketing Automation keying off data that is available at the time of form fill.</p> <p>Commonly list based categorization which does not flow into external reporting tools.</p> <p>Commonly using one-dimensional overly simplistic data models such as “lead source”</p>	<p>Tagging of campaigns in a clean and consistent way to enable categorization.</p> <p>Holistic categorization across paid, organic, social, email, events, content syndication.</p>

<p>Data Transformation</p>	<p>Commonly using native Marketing Automation tools which are by design one-dimensional and are designed for granular campaign operations analytics not holistic Marketing Analytics</p> <p>Dependent on data provided by Marketing Ops. Ambitious teams attempt to build attribution engines in-house. The development projects usually take a long time and sometimes breakdown when trying to deal with change, support, fix request from end users.</p>	<p>Marketing attribution from a variety of perspectives First, Last, Multi-touch.</p> <p>Multidimensional data to see marketing results from a variety of perspectives.</p> <p>Clear separation of actions, marketing touches, sales actions, sales touches.</p> <p>Integrated Conversion Tracking, Marketing Attribution, Funnel Analytics.</p> <p>Advanced analytics such as Marketing Velocity, Conversion Rate, End-to-end Funnel Waterfall, Marketing Effort</p>
<p>Data Availability</p>	<p>Marketing Automation and CRM proprietary data models can be difficult to use within other tools. Advancements in data connectors has made this easier.</p> <p>Strength of Business Intelligence tools to “mash up” data from multiple places. Unfortunately, many projects are stalled by better revealing problems with your data or sometimes at the business requirements stage.</p>	<p>Clean and transformed multidimensional advanced marketing analytics data can be pushed to Marketing Automation, CRM, Business Intelligence tools and/or accessed via API</p>
<p>Data Presentation</p>	<p>Marketing Automation and CRM presentation tools tend to be better suited for the Marketing / Campaign Operations team not executive team.</p> <p>Strength of Business Intelligence tools to display data in a way that makes the information easier to consume. Presentation tools display data that is there, they do not create the underlying data.</p>	<p>Complete suite of Marketing Analytics KPIs always available without having to create reports or dashboards.</p> <p>Multidimensional data to see marketing results from a variety of perspectives.</p>



RAMPMETRICS VS. MARKETING OPS WAY

Given the challenges we discovered using the Marketing Ops Way (people powered automation, native marketing automation tool functionality, general purpose reporting tools), we made a shift to create a new kind of specialized marketing analytics software application that feature by feature solved the problems we experienced first-hand.

“Necessity is the mother of invention” Plato

Below is a distilled version of the challenges and needs defined above and how our specialized software solves the problems:

Common Attribution Problems

- ❌ DATA LOSS
- ❌ ONE DIMENSIONAL DATA
- ❌ TOO MUCH TIME
- ❌ ERROR PRONE
- ❌ SETUP REQUIRED

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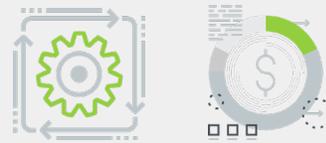
- ✅ NO DATA LOSS
Avoid over or under investing
- ✅ MULTIDIMENSIONAL DATA
Avoid over or under investing
- ✅ FULLY AUTOMATED END-TO-END
Spend time making decisions not running reports
- ✅ ALWAYS-ON QUALITY MONITORING
Boost trust, minimize problems caused by human error
- ✅ COMPLETE OUT-OF-THE-BOX
Drop management time to zero

Our Journey

Marketing Ops Way



Specialized Software

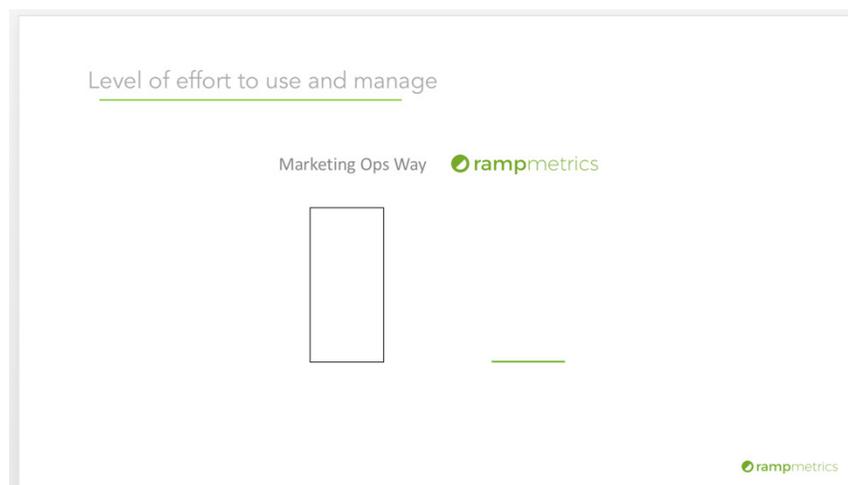


LEVEL OF EFFORT

Reasons 6 through 11 are rooted in the challenges when people are a dependency in delivering marketing analytics.

6. Marketing Operations does not have time to “setup the tracking”, as a result corners will be cut
7. No amount of team training, best practices, templates will solve the problem
8. Relying on the Marketing Ops team to setup the tracking is an inherently flawed idea in the first place
9. Human error is very much in play with marketing analytics (and it seems problems are discovered just before a big meeting)
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Level of effort has many factors including: time to setup, time to manage and optimize, time to run reports, time to revise the numbers, time to clean up mistakes.



DATA LOSS PREVENTION

Reasons 3 through 5 are related to the fact that marketing automation tools are by design not specialized marketing analytics solutions.

3. One-dimensional, incomplete data is the root cause for marketing analytics frustration
4. Marketing Automation tools cause significant data loss ranging from 80% to 98%
5. Marketing Automation “vanity features” give glimpses of marketing attribution, just enough to be confusing or even misleading

The fact that Marketing Automation stops short when it comes to marketing analytics is by design. The role of Marketing Automation tools is to bring together a wide range of functionality into one solution. Breadth and depth are commonly at odds but especially when it comes to an area as complex as marketing analytics. The key is that the specialized marketing analytics software solutions must compliment and work seamlessly with the Martech stack ecosphere (Marketing Automation, CRM, Business Intelligence).



MARKETING DATA GRANULARITY

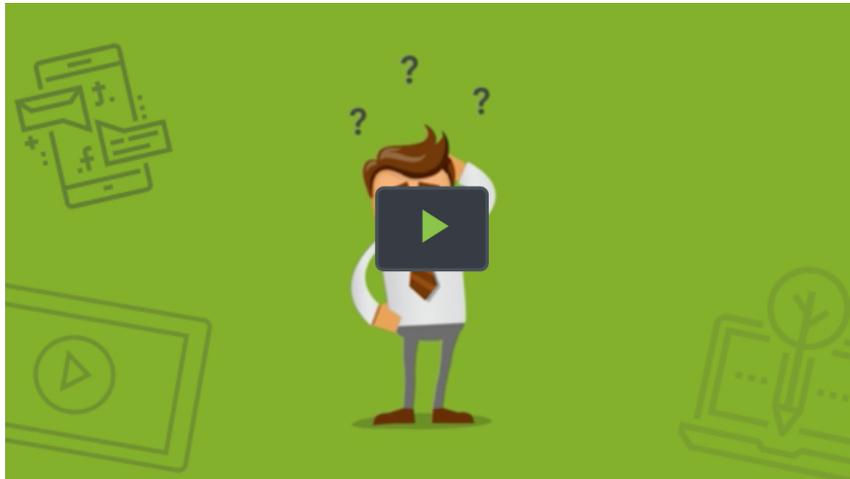
When it comes to getting more out of every marketing dollar spent, reasons 1 through 3 highlights that the biggest problem in the marketing industry is the data not a lack of reporting or visualization tools. The best analyst, data scientist, BI tool, artificial intelligence in the world cannot create much business value without rich data from which to make decisions and optimization recommendations.

1. Business Intelligence tools will not fix your marketing analytics problem, but they will reveal the problems with your data
2. Artificial Intelligence, analyst, data scientist, are only as good as the underlying data used to make decisions
3. One-dimensional, incomplete data is the root cause for marketing analytics frustration



“rampmetrics Multidimensional data is a game changer.”

To better understand the challenge and opportunities with marketing data granularity we recommend watching this video:



MEETING MODERN MARKETING NEEDS

When we do a better job of meeting the needs of the marketing industry we can expect dramatic results vs. the Marketing Ops Way. Once marketing teams realize the wisdom of Reason 8, "Relying on the Marketing Ops team to setup the tracking is an inherently flawed idea in the first place" and gain better knowledge about what is really needed to be successful with marketing analytics we can expect good things for the industry. Not only will the Marketing Operations team be more effective business value enablers, but the entire marketing organization can be better stewards of marketing dollars which leads to better job security and more revenue for the business.



"If you're tired of science projects and want to get down to creating better marketing results fast, rampmetrics is key piece of the puzzle"

