



Your organization invests a lot of time and effort planning and deploying your marketing strategy. It's **important to know what works and what doesn't** when executing search marketing tactics and campaigns in maximizing effectiveness and minimizing wasted media spend.

Success depends on well-defined performance KPIs that account for **downstream data from all advertising channels**, allowing you to make campaign adjustments over time.

Optimizing data quality can significantly impact results. It can mean the difference between marginal or outstanding results.

NEED SOMEONE TO HELP YOU MAKE SENSE OF YOUR MARKETING INTELLIGENCE?
We'd love to chat. To learn more visit foundsm.com/analytics.

BENEFITS OF OPTIMIZED ANALYTICS:

See how customers arrive at your digital storefront and behave while on your site

Have confidence in your website data and use it to make adjustments to your strategy

Understand how your digital and online data works together and what to adjust for maximum ROAS

1

SET THE FOUNDATION

Trusting your analytics and marketing data is the most essential part of your marketing intelligence. Assessing your analytics setup can help you design an effective analytics measurement plan, which gives your team a detailed step-by-step recommendation and process guide for your team to use that ensures an easy rollout.



2

ENRICH YOUR DATA TO TELL A COMPLETE STORY

If you're only optimizing your strategy for more clicks and leads without seeing the complete business impact of your marketing, there is a huge blind spot in your intelligence. Identifying gaps in your data and determining how to integrate your analytics with your CRM can produce additional revenue and downstream user journey intel that can be attributed to marketing efforts and campaigns.



3

APPLY DATA TO REGULARLY IMPACT PERFORMANCE

Analytics intelligence must become part of your organizational DNA to make real-time, informed decisions that drive your business. Develop a custom analysis that highlights the value and contribution of all channels and the impact they have on revenue. With a complete picture of performance, your team is armed with the knowledge and processes to evaluate marketing channel contribution for all campaigns regularly.

