first rule of marketing analytics
forget about the customer

track measure target predict

If you had a $1,000,000, what marketing channels would you invest in to get new customers?

challenge #1
The customer decision journey has become very complex
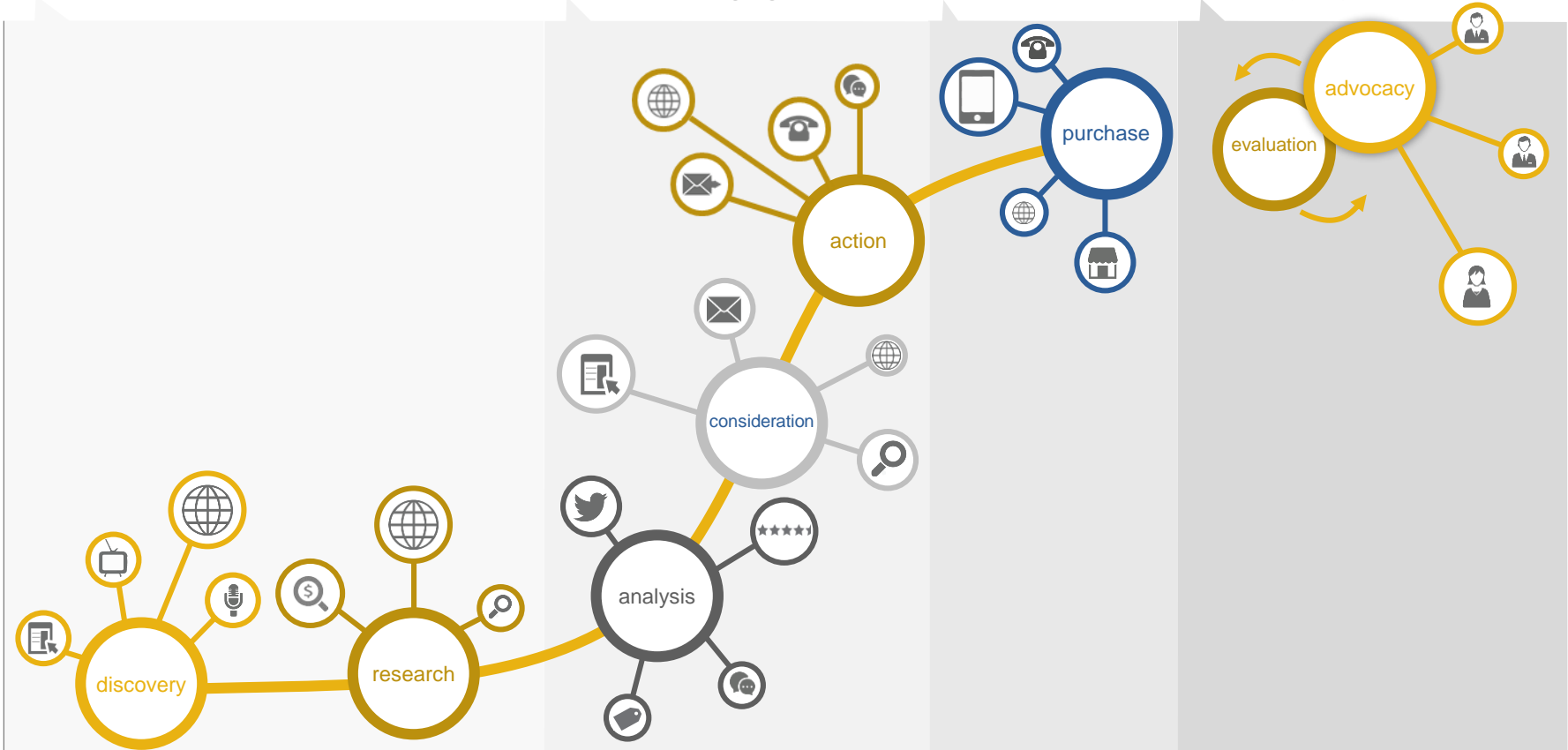
the customer decision journey

challenge #2

The marketing data ecosystem has become very fragmented

MARKETING EXPERIENCES

Mobile Marketing

Email Marketing

SEO

Interactive Content

MARKETING OPERATIONS

Audience & Market Data

Performance & Attribution

Influencer Marketing

Customer Experience/VoC

Channel/Local Mktg

Dashboards/Visualization

Display & Native Ads

Content Marketing

Asset & Resource Mgmt

Social Media Marketing

Loyalty/Referral/Gamification

Web & Mobile Analytics

Video Marketing & Ads

Personalization & Chat

Call Analytics/Management

Creative & Design

Team & Project Mgmt

Search & Social Ads

BI, CI & Data Science

Testing & Optimization

Events & Webinars

Sales Enablement

Vendor Data/Analysis

Communities & Reviews

MIDDLEWARE

Data Management Platforms/Customer Data Platforms

Tag Management

Identity

Cloud Integration/ESBs

APIs

BACKBONE PLATFORMS

Platform/Suite

CRM

Marketing Automation/Campaign & Lead Mgmt
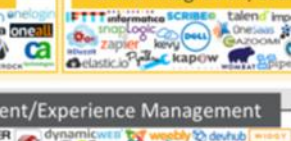
Web Content/Experience Management

E-commerce

challenge #3
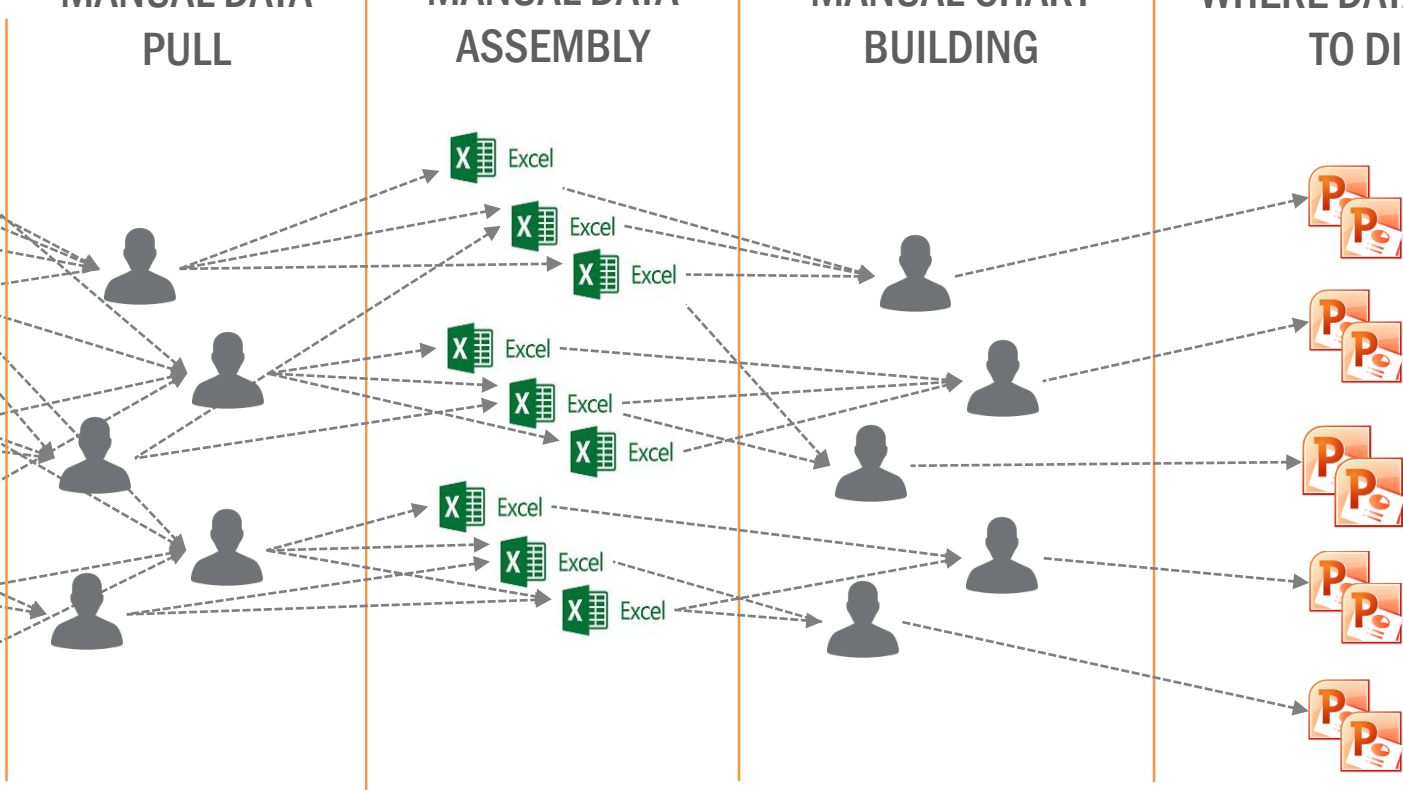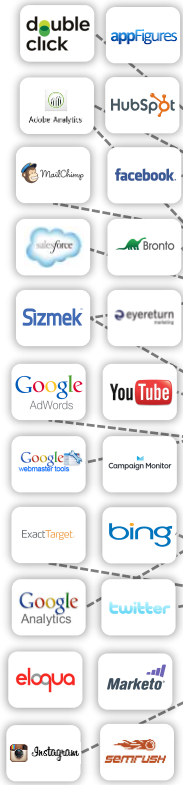## We utilize outdated tools and methodologies to measure success

the data death march

MANUAL DATA PULL · MANUAL DATA ASSEMBLY · MANUAL CHART BUILDING · WHERE DATA GOES TO DIE

@alightanalytics @matthertig

track measure target predict

The result of this historical approach to measuring marketing leaves marketers making 100% of their marketing channel investment decisions with 1% of the information.

alightanalytics

The one-to-one model.

Some aggregators sell connectors for low prices. It doesn't solve the data problem:

- **The data isn't connected**, which limits analysis
- **The data isn't cleansed**, which limits the marketer to receiving bad data, and performing incomplete analysis
- **Data is usually limited** to digital media with an active API, giving the marketer no insight into how marketing affects internal performance

track   measure   target   predict
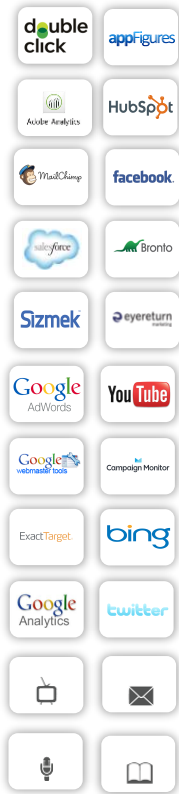
alightanalytics
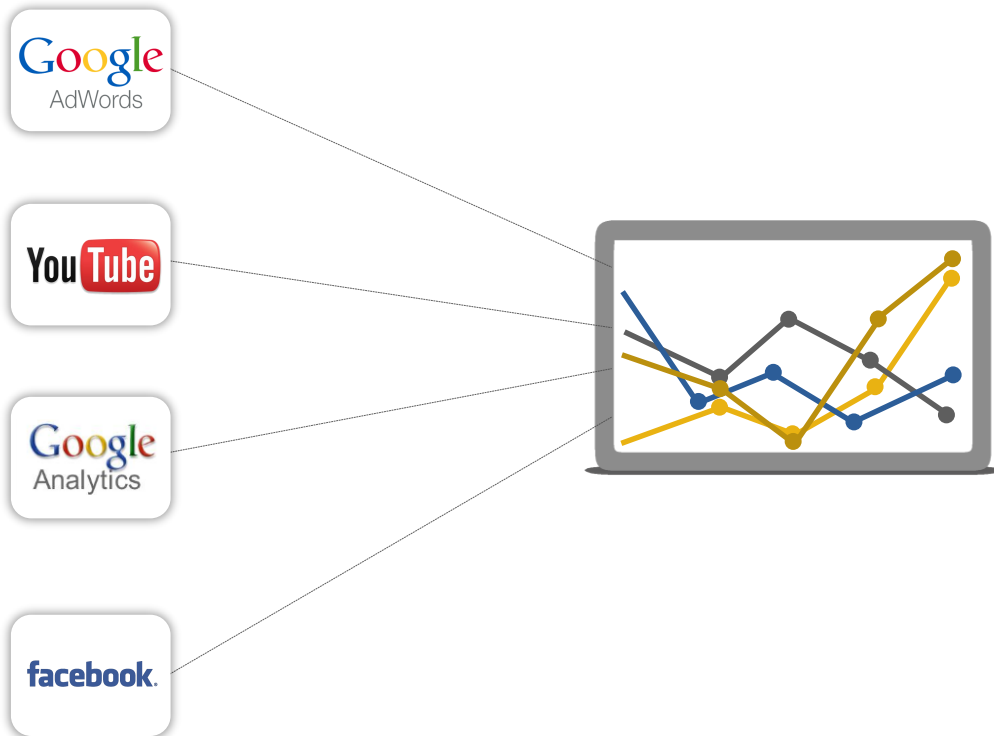
The one-to-many model.

Some aggregators sell connections to a data sources that flow into a dashboard solution that will show data living in the same visual.

• The data can appear connected because it's in the same view, but the data still isn't connected, and analysis is still limited

• As before, the data isn't being actively managed, therefore it's limited by the disparate nature in which it's collected

• The data isn't stored and maintained for the marketer, which doesn't solve for system changes or data loss and can't be cleansed automatically
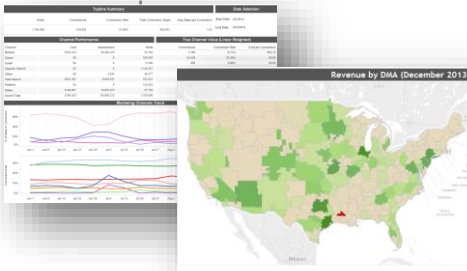
Google AdWords

You Tube

Google Analytics

facebook

@alightanalytics

track   measure   target   predict

Alight Analytics Approach

Marketing Channel Data Aggregation Platform

Automated Performance Dashboards

Data-Driven Decisions & Analysis

Automated Performance Attribution Modeling

ChannelMix

track   measure   target   predict

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