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Let's Explore What's Possible With Analytics

Welcome!

Today we are going to hear from 4 Trailblazers who are here to share their experience with us regarding their journey in analytics.

In this session we will explore topics like:

- Key challenges for accurate reporting
- Their journey in finding the best solutions for reporting
- Art of the possible
- And more...

Our goal is to help you define what the future of marketing looks like for YOU!

If you have any follow up questions, please use the chat or connect with us on LinkedIn.

JACOB CATALANO

SERCANTE

PRODUCT MANAGER

Audience

What is your biggest obstacle when it comes to analytics?

Thanks To Our Incredible Sponsors!

Cara Clanton Pope
Sercante
CRM Analytics Program Manager

Dave Henning
Samsung Ads
Head of GTM Analytics
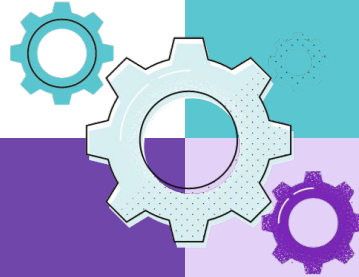
Stephanie Overbey
Advanced Drainage Systems (ADS)
Digital Marketing Manager

Aaron Stayman
Sercante
Marketing Analytics Program
Manager

Data & Storytelling

Storytelling

"**You have to tell Google, where you are going so it can tell you where to go**" - Someone in Marketing

According to Salesforce, State of Marketing Report, a few of marketers top challenges include:

- Measuring marketing ROI and attribution
- Building and retaining trust among customers
- Balancing personalization with customers comfort levels

What do all those challenges have in common?

You Guessed It

Data is the answer to all of your business questions.

Challenges

Top Challenge

35%

of marketers say marketing ROI and attribution is a top challenge.

1

Fragmented View & Tech

Data is in Google Sheets or CRM

Tech doesn't integrate with Salesforce

2

Lack of Data Governance & Unified Process

Systems override each other

Sales does one thing, Marketing another

3

Lack of Accountability

Report is built, but no one sees it

No one updates Salesforce

Panelists

What was the "ah-ha" moment for your team?

The Journey

TECH INTEGRATION

Are your systems integrated?

Which system is the master?

PEOPLE & PROCESS

How are we capturing and using our data?

Who is managing that data?

FEEDBACK

How are we using the data captured?

Is it providing the insights requested?

Panelists

Tell us about your analytics journey.
What were you reaching for? How did you get started?

Panelists

What was a quick win you used
to build momentum?

Process

Identify KPIs & Find Your Data

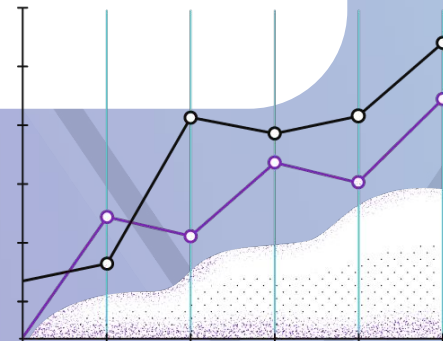Get Stakeholder Buy-In & Align Your Tech

Execute & Collect Feedback

Results

Panelists

You aligned, captured KPIs, implemented processes, have the dashboard.
Now what?

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Panelists

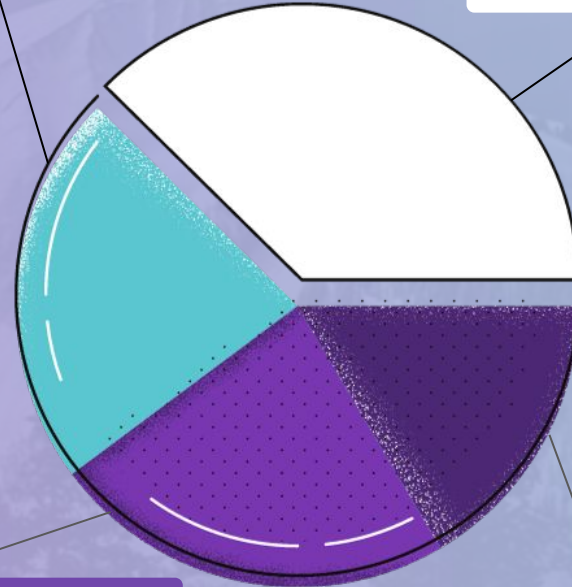What advice do you have for people trying to get started with analytics?

Live Q&A

Key Tips For Success
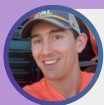
Validate Your Data

Ensure Your Tech Is Integrated

Develop A Plan & Get Buy-In

Feedback Is A Catalyst For Change

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Coming Up Next In Data & Analytics...

Unifying Your Marketing Funnel With Campaign Members

Greg Johnson, SupportLogic

Getting Ready For The AI Revolution

Mark Good, AIForce Training

Data Cloud: 5 Tips For Getting Started

Adam Erstelle, Sercante

Thank You!