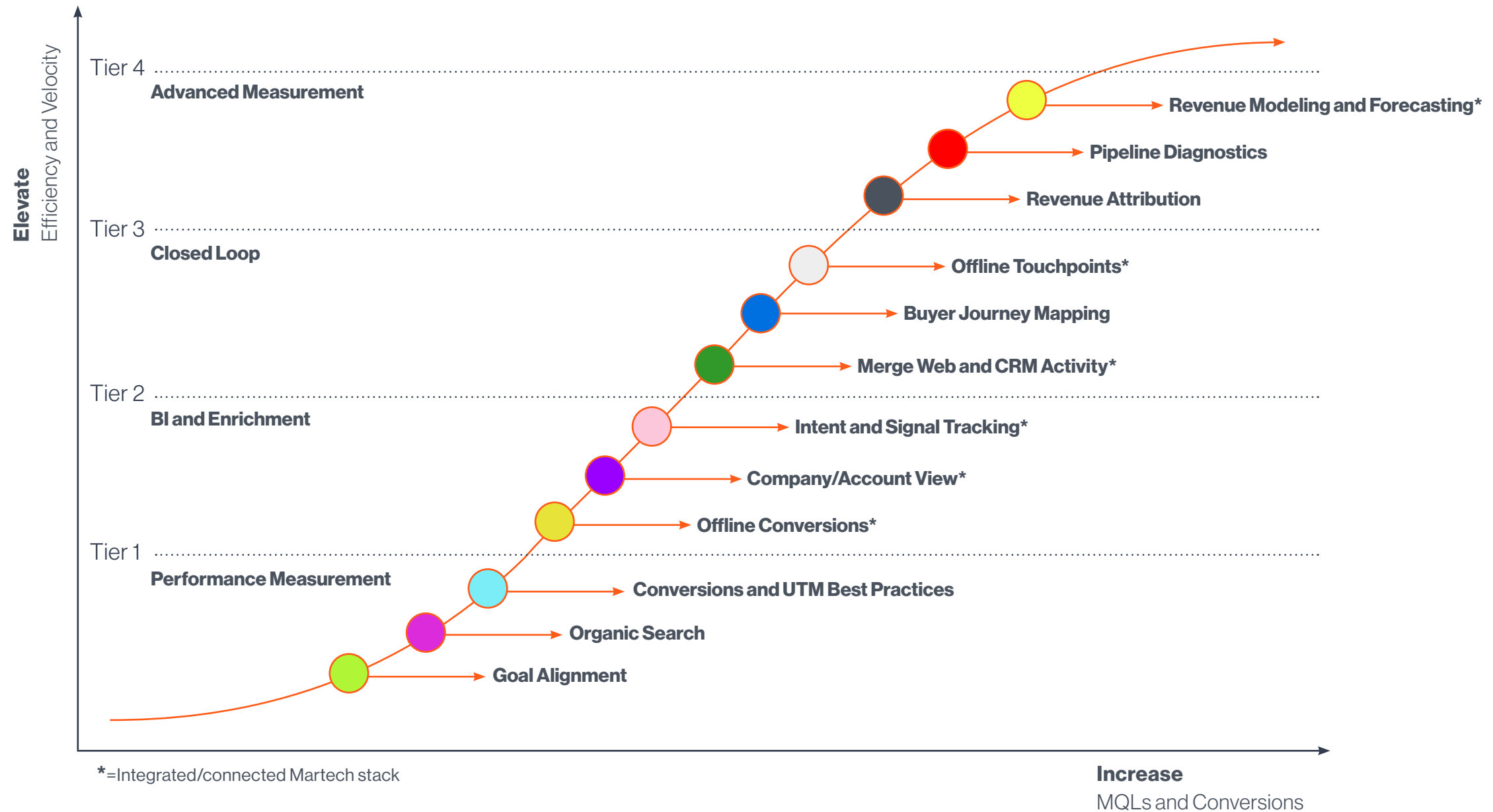# Accelerating Efficiency and Velocity by Aligning Tech and Analytics

BOL.AGENCY

Licensing new martech software solutions can bring about more problems than answers without a solid implementation strategy. Misaligned goals between business units, disparate data sources, reports, and dashboard discrepancies can impede the value of new technologies while taking your time away from what's important.

That's why BOL established **The Analytics Maturity Curve**, a dynamic system based on universal best practices that ensures your data and software are working for you and not the other way around. Four tiers, one rate, and tangible business outcomes.

Elevate
Efficiency and Velocity

Tier 4
Advanced Measurement

→ **Revenue Modeling and Forecasting***

→ **Pipeline Diagnostics**

→ **Revenue Attribution**

Tier 3
Closed Loop

→ **Offline Touchpoints***

→ **Buyer Journey Mapping**

→ **Merge Web and CRM Activity***

Tier 2
BI and Enrichment

→ **Intent and Signal Tracking***

→ **Company/Account View***

→ **Offline Conversions***

Tier 1
Performance Measurement

→ **Conversions and UTM Best Practices**

→ **Organic Search**

→ **Goal Alignment**

*=Integrated/connected Martech stack

Increase
MQLs and Conversions

More companies are seeing the benefit of marketing automation tools and marketers themselves are under more pressure to demonstrate performance proof. Additionally, changes to privacy compliance increase the pressure, with 47% of marketers now actively upending their traditional third-party cookie tracking in favor of alternatives[1]. Here's how we elevate the marketing analytics for our clients to meet these needs:

1: Hubspot, The State of Marketing 2024 Report, Page 37
2: Hubspot, The State of Marketing 2024 Report, Page 33
3: Hubspot, The State of Marketing 2024 Report, Page 33

Tier 1, Performance Measurement Capture key KPIs to measure brand/awareness as well as lead gen campaign performance across all channels. Integrate organic traffic into performance reporting to see overall site activity and make data-driven optimizations. This tier is all about channel activation and driving business tactics.

- Goal Alignment
- Organic Search
- Conversions and UTM Best Practices

Tier 2, BI and Enrichment Join the 38% of marketers who have successfully integrated their site traffic to ABM solutions[2] (6sense, Demandbase, Rollworks, etc.) to unlock the ability to compare actual site traffic and reach with your TAL and ICP. Create a feedback loop to inform ABM strategy by adding new dimensions to site traffic KPIs that distinguish new user and company engagement, account retargeting, and ABM profile fit. This is the performance proof that your ABM strategy is targeting the right accounts.

- Offline Conversions*
- Company/Account View*
- Intent and Signal Tracking*

Tier 3, Closed Loop Link top-of-funnel web touchpoints with CRM touchpoints where possible to see the full buyer journey. Provide C-suite and finance teams with marketing influence on the overall pipeline as well as demonstrate return on ad spend (ROAS). End-to-end multitouch tracking that shows how marketing drives business outcomes.

- Merge Web and CRM Activity*
- Buyer Journey Mapping
- Offline Touchpoints*

Tier 4, Advanced Measurement Blend your now fully integrated martech stack with other software drivers and fully utilize enriched marketing data. Only 1 in 4 marketers can confidently say their marketing data is fully integrated with all of their technology solutions[3]. We think that number should be higher. Expand on your ROAS model to open the door to revenue forecasting. Leverage complete journey data to enhance chat and AI experience solutions. Still working on deploying AI? Review our agency's strategy to successfully deploying AI solutions **here**. This is where your martech data takes an active role in driving the overarching business strategy and market positioning.

- Revenue Attribution
- Pipeline Diagnostics
- Revenue Modeling and Forecasting*

FAQ

Most organizations are focused on the outputs, and that's why our analytics team is here to focus on the right inputs that drive revenue while filtering out the noise. Technology and analytics are fluid and ever-changing as new solutions are released and others evolve. We help marketers, both new and experienced, navigate that climate. In doing so, we don't just unlock synergies within marketing departments but help marketing prove business outcomes and advance the shared goals of IT, finance, and C-suite executives.

Q: Are higher tiers more premium services?

A: No, all service tiers are managed by the same consultants at a consistent rate. The distinction between each tier is the integrated technologies. Tier 1 is all about establishing web tracking and analytics best practices to ensure a solid foundation. Tier 2 is integrating your ABM or CDP platforms to best support KPIs relevant to your marketing strategy. Tier 3 begins the integration of CRM data to attribute revenue to marketing which begins the data modeling expanded in Tier 4. The tiers exist to align business objectives/outcomes.

Q: What are the outcomes of completing these analytics tiers?

A: Each service tier enables the deployment of unique dashboards and KPIs that unlock insights ranging from conventional metrics such as ABM-specific company-level insights to more advanced analytics including new audience reach vs. engagement, TAL alignment, and ROAS that are only possible with a fully integrated CDP and CRM.

Q: How do I know where I fall on the Maturity Curve?

A: Our experienced analysts will assess your current martech environment before signing to ensure our agency is aligned with your team on current and future analytics goals to determine the ideal starting point for your needs. Additionally, all of our engagements begin with a quick audit of the current environment to ensure that if any best practices or implementation steps are missing, we're able to provide a prescriptive solution to ensure future reporting is built on a solid foundation.

Discover how BOL's Analytics Maturity Curve can revolutionize your approach to marketing technology and analytics. Connect with a BOL analyst today to explore how we can tailor a plan to your unique business needs and aspirations, driving not just alignment but measurable impact across your entire organization.