



Data Culture in Marketing Analytics: Why Only Half of Companies Rely on Insights in Decision Making



Analysts: victims of high expectations

Marketing teams work hard to improve metrics and meet business objectives. But sometimes, metrics alone can't communicate the real situation with your marketing efforts across regions, channels, campaigns, or even ad groups.

Why don't these numbers add up? How do users navigate between channels? Where do they come from? How do those direct conversions appear in Google Analytics?

These questions don't have a straightforward answer. Without a deep dive into performance across channels, all your marketing strategies and KPIs may turn into guesstimates.

No wonder **only 1.9% of marketing leaders¹ believe they have the right talent to leverage marketing analytics**. But marketers aren't the problem here. It's the tangled net of variables they have to keep in mind.

Data extraction alone takes a large chunk of time and effort to perform. On average, **analysts and data scientists spend 79% of their time collecting and preparing data², while the remaining 21% goes to the actual analysis**.

The overwhelming amount of manual work also limits the growth potential of marketing analysts inside the company. Recent research shows **only 23% of respondents³ cite skill development as their top priority for the marketing analytics team**.

As a result of inefficient use of analysts' time, **only 54% of marketing decisions³ are influenced by marketing analytics**.

To put it another way, almost half of all companies base their decisions upon guesses and assumptions rather than actual performance.

Marketing leaders unconsciously set unattainable goals and KPIs, relying on provided "insights" from analysts. And that's where the circle closes.

Marketing teams can't jump over their heads and meet the C-Suite expectations. In the face of the upcoming recession, **roughly 60%³ of companies are planning to slash the size of their marketing analytics departments in half because of failed promised improvements**.

But are they really the ones to blame here?

We've drawn up this guide to give the perspective of marketing analysts on the pressing problems with performance reporting, strategic planning, and decision-making.

1- According to Hubspot

2- According to Forbes

3- According to Garner



Omnichannel state of mind

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The State of MarTech Landscape

The current situation in MarTech niche

First, we must approach the problem from regular marketers' and analysts' viewpoints. The current MarTech landscape is extremely diverse and requires teams to use a multitude of platforms to reach larger audiences, manage campaigns, and store information about prospects.

Hence, the average marketer uses 12.4 marketing tools in their day-to-day activities¹.

Moreover, response and engagement rates increase in direct proportion to the number of channels companies use. 74% of marketers² using 7 or more channels report good response rates.

That's why marketing teams always try to expand the number of channels to prolong customer journey, increase the number of touchpoints, and, eventually, achieve a higher conversion rate.

The size of MarTech stacks also tends to grow with reported maturity levels. Companies with a low level of maturity use 18 tools on average, while companies with a mature stack use 40 different tools on average³.

CURRENT MARTECH STATS

MarTech niche is growing rapidly. New tools emerge each month and marketers have to master them to keep up with competitors.



12.4 TOOLS
ARE USED DAILY

High expectations from C-Suite, highly competitive landscape, and demand for automatization force marketers to incorporate new tools.



6,521%

THE GROWTH OF MARTECH LANDSCAPE

The MarTech landscape has grown from 150 tools in 2012 to a whopping 9,932 tools in 2022.

7+ CHANNELS

To reach out to new audiences, prolong the customer journey, and improve omnichannel user experience, **74% of marketers** use 7+ channels in their workflow.



18 TOOLS ON AVERAGE

Used by companies with a low level of MarTech maturity



40 TOOLS ON AVERAGE

Used by companies with a mature MarTech stack



REPORTING TAKES TOO MUCH TIME

Due to the evergrowing number of tools, marketers spend more time reporting than creating. Marketing teams have a high need for new ways to automate reporting and analytics activities to free up marketers' time.

1- According to Hubspot

2- According to PFL

3- According to ChiefMarTech



The State of MarTech Landscape

Time-consuming manual reporting

However, the ever-growing number of tools may negatively impact the team's overall performance. The variety of different pricing plans and affordability of marketing tools make decision-makers think that buying several new tools is more cost-efficient than hiring new marketing specialists

Regular marketers have a different take on this matter. Even though new tools help to solve specific problems and partially automate the workflow, they still require time to set up, master, and analyze their performance.

When integrating a new tool, you must remember that almost every tool generates data. Analysts and marketers process this data to track their performance across new platforms or understand whether a new tool is efficient.

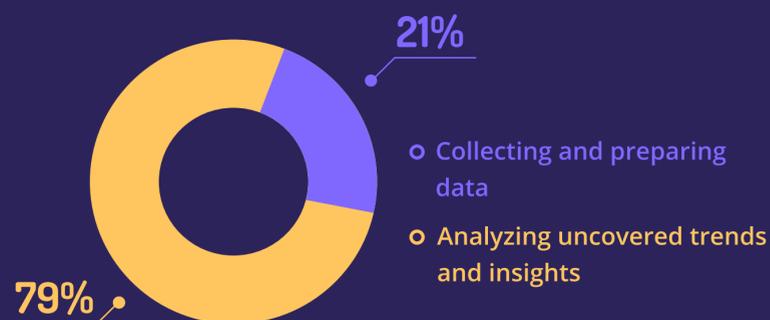
When done manually, data collection and transformations become a major hassle for teams.

Since 2011, the MarTech landscape has grown 6,521%, from 150 tools available on the market in 2011 to a whopping 9,932 tools in 2022.

The number of marketers who consider reporting as their dominant activity has increased from roughly 50% to 88% for the same period¹.

The only conclusion here is that the growing number of tools and channels force modern marketers to spend more time reporting than creating.

How time-consuming reporting influences marketing workflow



The share of marketers who consider reporting as their primary activity



Despite the increasing time marketers spend on reporting, only half of the marketing teams get the required results from their performance data.

| | | |
|---|---|--|
| 54% | 31% | 29% |
| Only 54% of marketing decisions are influenced by marketing analytics | 31% of marketers cite a lack of clear recommendations as a reason to ignore marketing analytics | 29% of marketers report the lack of actionable results from relying on marketing analytics |

The growing number of tools, manual data collection, and time-consuming reporting keep marketing teams from reaching their business goals.

1- According to CampaignAsia



The State of MarTech Landscape

Low quality of marketing insights

The time spent on analysis isn't the only problem of a regular marketer.

- 73% of advertisers consider data accuracy the main factor influencing the success of cross-channel campaigns.
- Marketers face data quality issues when they're forced to collect data manually.
- Inattention, multitasking, and human factor result in mistakes in data sets.
- Marketers can automate data collection with APIs, but they need engineering resources to set them up.
- APIs require maintenance after each update rolled out by the vendor.

01

Human factor



02

Malfunction of APIs



03

Platforms provide redundant data



Business data is exposed to a variety of risks

Manual spreadsheet data organization neither makes for transparent data storage nor benefits marketers' productivity.

It's just a tiring process of creating new sheets, exporting data from various platforms, and trying to clean required columns from duplicates and other garbage.

To ensure data quality and stop turning marketers into duct tape data engineers, companies must take care of their data infrastructure.

Thinking about data infrastructure early on makes it easier to integrate new tools in the future, access required information, share it with other stakeholders, and more.



The State of MarTech Landscape

Siloed data limits analytics bandwidth

Data silos hinder marketing analytics initiatives by limiting analysts' access to sales, CSM, or financial data. Analysts waste time requesting data and waiting until it's handed to them.

Data collaboration grants unlimited data access to marketers. Hence, they get a complete view of the customer journey, customers' interactions with the brand, create personalized campaigns, and more.

A data silo is an isolated data repository controlled by a certain department inside the organization.

Accessible data across the organization allows for timely decision-making and real-time responses to changes in customer behavior.

How data silos emerge



How to improve analytics workflow

Automate reporting activities

The rising number of MarTech tools and channels requires a solution to shorten the time spent on reporting, automatically integrate with new tools, and allocate marketers' time to creation and analysis instead of reporting.

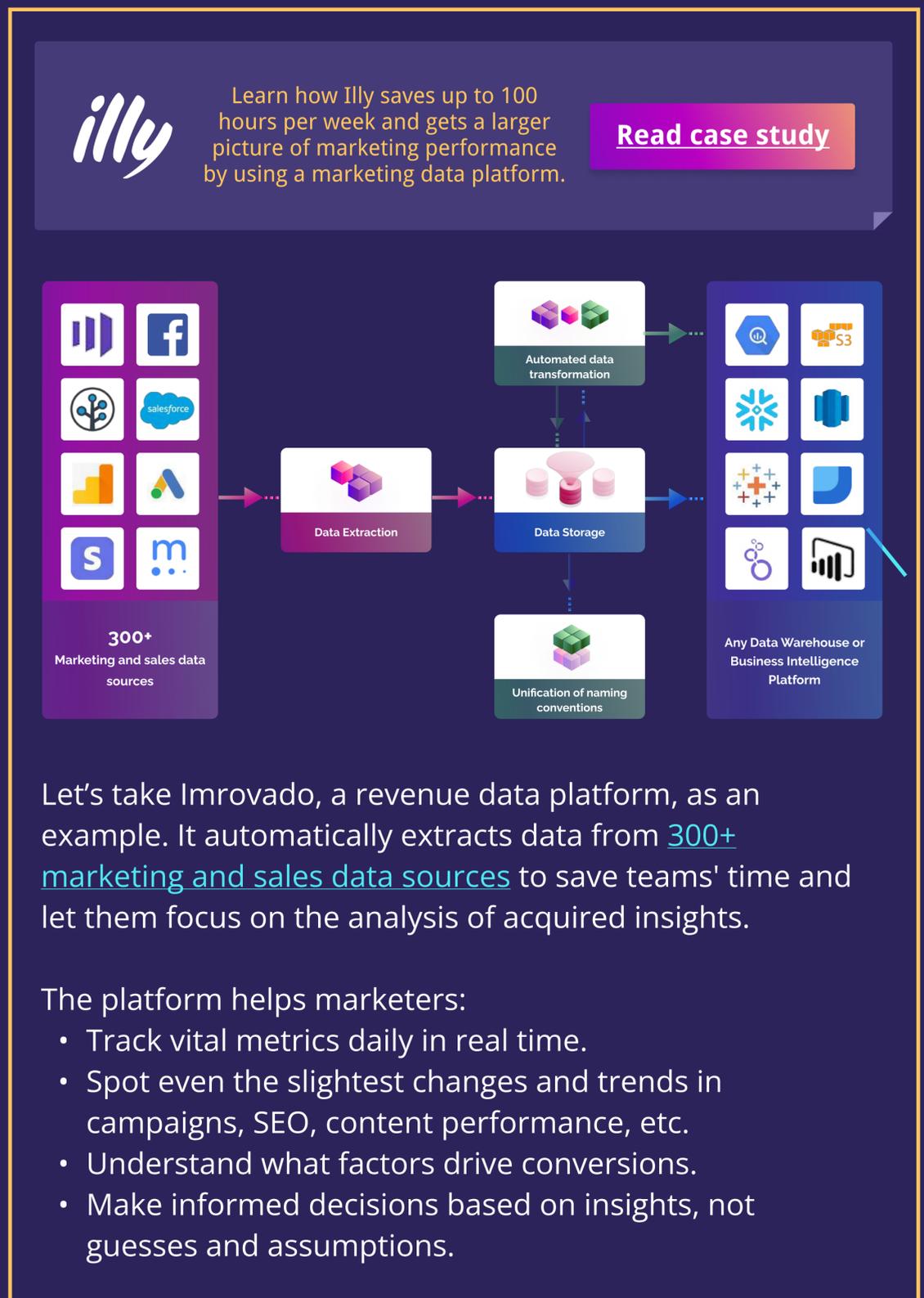
Marketing data platforms are an effective solution to issues caused by manual reporting. They can help you with:

- Organizing data flow across the company
- Managing data across your marketing tools
- Drawing up reports in a single workspace
- Ensuring higher data granularity and a broader picture of your marketing efforts

You can't say what factors affect your growth Without proper marketing data management.

For example, a recent Google update might have increased the website's traffic, but marketers assumed a recent paid campaign was the reason for the traffic spike because they didn't check metrics daily.

The team ends up investing more in a weak campaign that burns a hole in the budget and doesn't bring expected results.



The amount of data is often overwhelming, making it nearly impossible to update and monitor everything daily. Marketing data platforms ensure a consistent flow of data, so teams have access to fresh data every day without any manual operations.



How to improve analytics workflow

Scalable data infrastructure

When designing your data infrastructure, it's important to think ten steps ahead. Scalability isn't a feature, and it's not something you can simply "add" to your architecture.

A scalable data infrastructure allows you to:

- Implement new tools seamlessly
- Merge insights from various marketing data sources
- Analyze marketing data in powerful business intelligence tools, instead of using default dashboards
- Store data in a centralized storage, instead of stacking it in spreadsheets

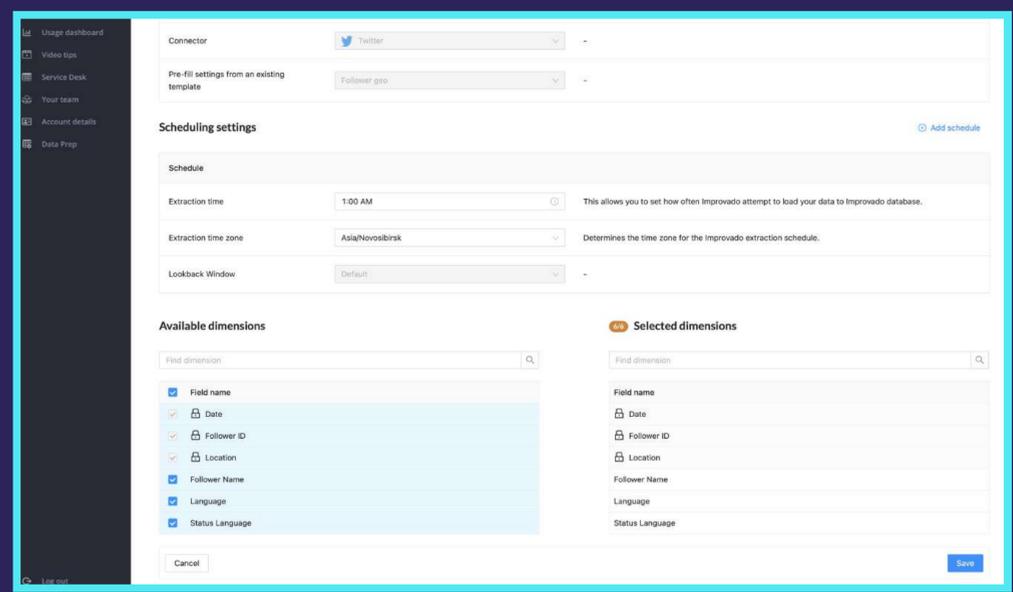
Think of tools that you might work with in the future and create a seamless integration process to implement them when needed.

If done wrong at the beginning, your data infrastructure will need a time-consuming redesign which might still have some limitations.



Learn how ASUS uses Improvado's automated marketing integrations to maximize ROMI

[Read case study](#)



Setting up data extraction with Improvado

Unlike home-made solutions, marketing data platforms are scalable at their core. For example, Improvado adapts to the company's organizational changes and is very flexible with data sources marketing analysts work with.

In terms of scalability, Improvado allows you to:

- Integrate new platforms into your existing infrastructure in just a few clicks.
- Seamlessly connect new ad accounts for tools like Google Ads, Facebook Ads, etc.
- Merge data from different sources in any visualization tool to create holistic dashboards.

Flexibility is essential for a healthy data infrastructure. Marketing data platforms offer scalability in terms of new data sources, helping marketers meet their ever-growing need in using new tools and channels.



How to improve analytics workflow

Data quality assurance

Manual data collection, insights scattered across tens of spreadsheets, and the lack of standardized data management processes make up a great recipe for poor data quality.

A data governance process could help you organize your business data. Here's how:

What you'll need:

- Assign a person (data steward) responsible for datasets
- Create a route that defines how data moves across the organization
- Create and maintain metadata categories
- Hire QA specialists to verify data consistency



What you'll get:

- Full control over the data access provided to employees
- Quick access to data for employees that need it here and now
- Increased data security
- High-quality insights for analysts

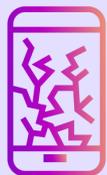
01

Anomaly detection algorithms



02

Data QA team



03

Data transformation algorithms



Marketing and sales data platforms ensure data quality by default

Marketing data platforms have out-of-the-box features enhancing data quality. For example, Improvado provides the following features:

- Anomaly detection technologies that help teams detect any issues with a dataset.
- A data QA team that fixes any errors within datasets and maintains the proper work of APIs after updates.
- Data transformation algorithms that clean and deduplicate data automatically.

Don't ignore data quality. Inaccurate data is one of the reasons why marketing teams make poor decisions. Implement a data governance strategy or find a vendor that provides SLA on data quality.



How to improve analytics workflow

Unshackle your data

A centralized data storage and seamless data flow can speed up analytical processes.

In-house ETL and data storage might be a good idea if you have the time and technical resources to handle it internally.

However, it's easier said than done because of the following factors:

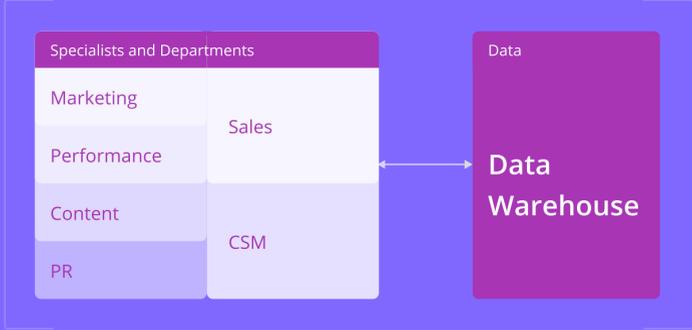
- Building an in-house ETL is an extremely technical and complicated process
- It requires a significant amount of time and commitment from all departments.
- You need to set clear goals and set up communication between all departments and engineers.
- Hardware expenses and hiring of new engineers costs a fortune.



Learn how University of San Francisco achieved 3x ROI on marketing efforts by unsiloing its data.

[Read case study](#)

How data warehouses can "unsilo" your data



Setting up data extraction with Improvado

An easier way is to implement a cloud solutions, such as Redshift or BigQuery to store your data. These platforms allow you to rent the storage space and grant access to whoever might need it.

Marketing data platforms integrate with cloud storages to load data automatically. With Improvado, you can:

- Integrate with 15+ market-leading data warehouses
- Load your data into a warehouse automatically
- Get everything up-and-running in minutes, not months

The platform is SOC-2 and HIPAA compliant, so your data is just as safe as if you stored it in a bank.

Don't let data silos limit your capabilities. An in-house data warehouse or a middleware vendor makes internal data operations more transparent and fosters access to insights for analysts who often need data here and now.



Perks of marketing data platforms

Cookieless attribution

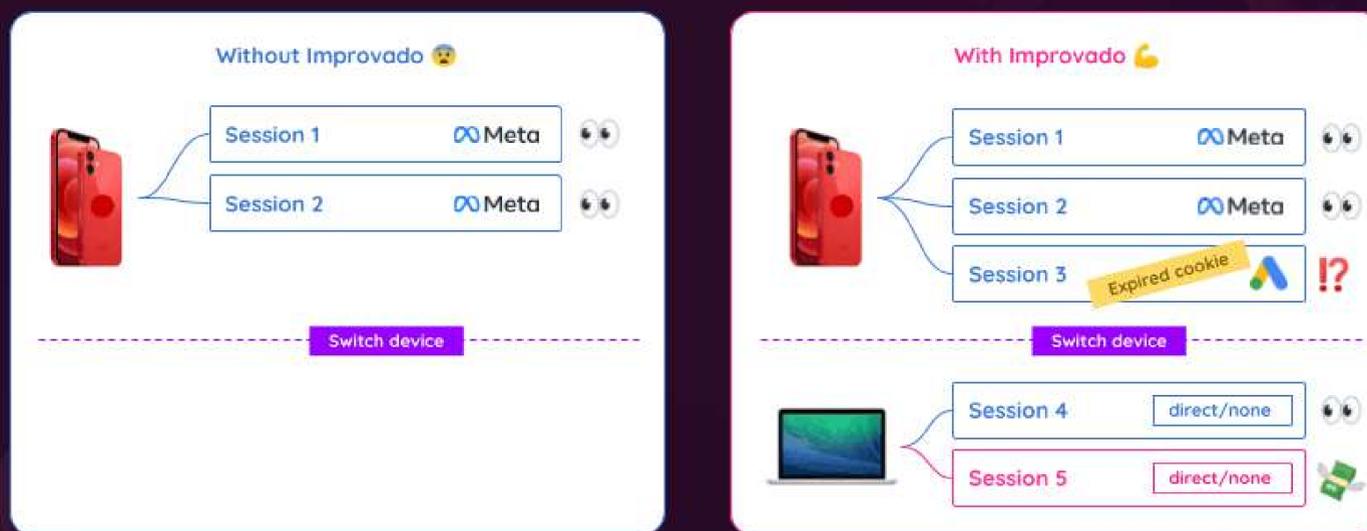
A single analytics platform might not provide enough context to explain user behavior or campaign performance. Platforms, such as Google Analytics show numbers, but don't give direct answers.

By using marketing data platforms analysts can execute complex SQL queries on merged data sets to uncover previously unreachable insights. Some vendors offer even more complex features.

For example, Improvado provides [cookieless attribution](#) services to analyze visitors' behavior and identify the touchpoints that drive the most revenue.

The Solution

Achieve 95% tracking accuracy with cookieless attribution



Improvado 2021, www.improvado.io



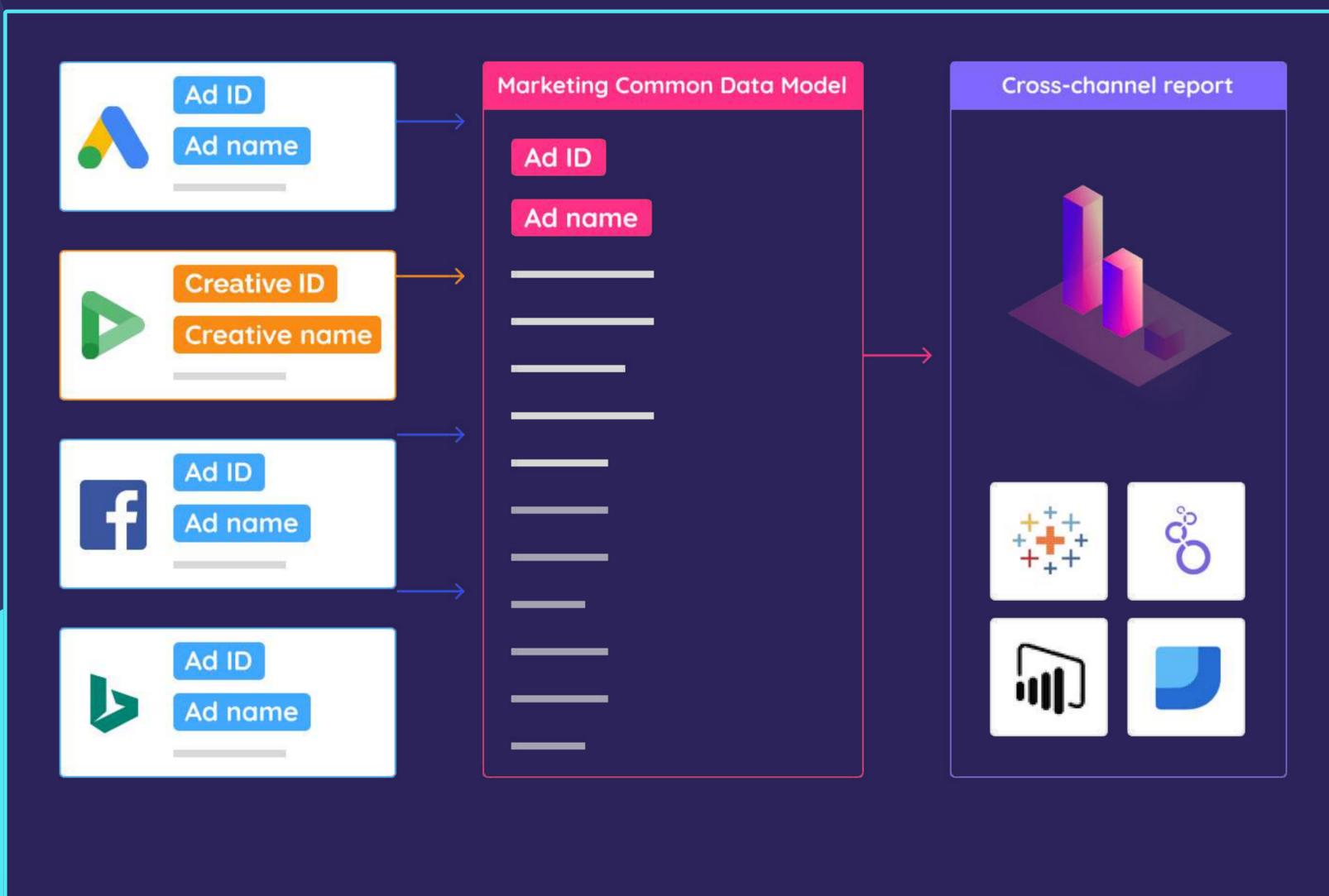
Perks of marketing data platforms

Unification of naming convention

Improvado also solves the problem of disparate naming conventions. Different platforms use different formats for country names, metrics, gender, and other data.

So, to realize that the United States, the USA, and US are all the same thing requires database work from analysts.

Improvado's [MCDM \(Marketing Common Data Model\)](#) unifies disparate naming conventions to prevent the mess inside the database and provide analysis-ready data.



Perks of marketing data platforms

A wide variety of available reports

All in all, marketing analytics isn't just about the time you save and how many platforms you use. It's also about the data you extract from marketing channels. When looking for a data platform, pay attention to data dictionaries.

A Data Dictionary is a collection of names, definitions, and attributes about data elements that are being used or captured in a database.

For example, [Improvado's data dictionary](#) includes around 29,000 different metrics, dimensions, and properties. This means analysts can enrich their reports with 29,000 different data entries.

| Data source connector.❶ | Report type ❷ | Field name | API field name | status |
|-------------------------|---------------|--------------------|------------------------------------|-----------|
| Facebook | Ads Creative | Description | description | Available |
| Facebook | Ads Creative | Impressions | impressions | Available |
| Facebook | Ads Creative | Creative Type | object_type | Available |
| Facebook | Ads Creative | CPA | spend / conv | Available |
| Facebook | Ads Creative | Campaign | campaign_name | Available |
| Facebook | Ads Creative | CampaignType | campaign_type | Available |
| Facebook | Ads Creative | CreativeName | creative_name | Available |
| Facebook | Ads Creative | ROAS | revenue/spend | Available |
| Facebook | Ads Creative | Unique Clicks | unique_clicks | Available |
| Facebook | Ads Creative | CPC | spend / clicks | Available |
| Facebook | Ads Creative | Unique Link Clicks | unique_actions | Available |
| Facebook | Ads Creative | Object Story Id | object_story_id | Available |
| Facebook | Ads Creative | Cost Per ThruPlay | spend/thru_play | Available |
| Facebook | Ads Comments | Post Id | creative:effective_object_story_id | Available |
| Facebook | Ads Comments | Message | comment:message | Available |
| Facebook | Ads Comments | Creative Id | creative:id | Available |
| Facebook | Ads Comments | Comment Id | comment:id | Available |
| Facebook | Ads Comments | Ad | ad:name | Available |



Get the most out of marketing analytics with Improvado



Outlining the problem

In the current marketing landscape, only 54% of decisions are influenced by analytics. Here's why:

- Hundreds of marketing tools turn reporting into an endless process of crunching numbers
- Data silos limit marketers' visibility into business processes
- Manual reporting affects the quality of marketing data
- The lack of insights limits marketers' vision across channels

How Improvado can help

Incorporating a marketing data platform brings significant benefits to the table:

- Uncover new trends with automated reporting
- Make data more accessible with a data warehouse
- Get precise insights with anomaly detection algorithms
- Add new tools at ease with a scalable data infrastructure
- Get analysis-ready data in minutes with automated transformation features

"Improvado helped us gain full control over our marketing data globally. Improvado saves about 90 hours per week and allows us to focus on data analysis, rather than routine data aggregation, normalization, and formatting."



Jeff Lee

Head of Social, Media Buy, Influencer & Marketing Data at ASUS

Improvado is a must-have tool that helps marketers make sense out of marketing and sales data. Improvado automatically extracts data from [300+ sources](#) and transforms it in a digestible view. With its help, analysts create informative, real-time dashboards showing marketing and sales performance.

Improvado also helps organizations expand their analytics services with a [Professional Services](#) offering. The company helps you set up marketing attribution, build holistic dashboards, train your analysts, and more.

Hit the button to learn how Improvado can accelerate your analytics and harmonize all of the metrics that influence your revenue.

Get A 360-Degree View Of Your Marketing Efforts With Improvado

[EXPLORE](#)

