Overcome Blind Spots with Data Reliability

Webinar Presentation

April 13, 2023 | Hosted by Josh Silverbauer

From the Future

Who the "f(tf)" are you?

I'm Josh Silverbauer

Head of Analytics & CRO // From The Future

Jsilverbauer

@silverbauerhour

ftf.co

Why Digital Marketing Data is important

Unlocking the Power of Data-driven Marketing

Improve decision-making processes

Optimize marketing strategies and campaigns

Understand customer behavior and preferences

Measure and analyze true impact of marketing

Stay ahead of the competition and industry trends

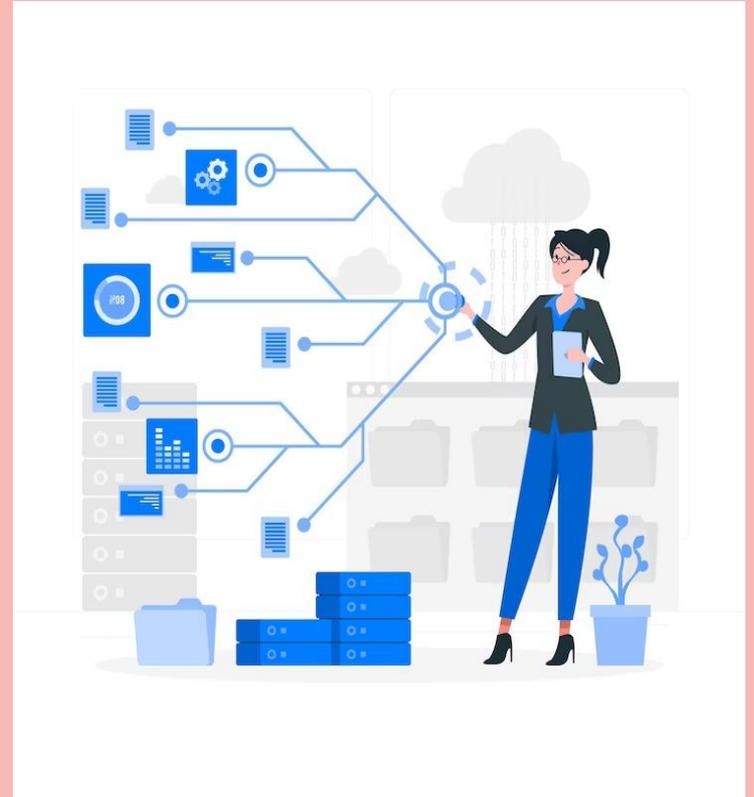# Digital Marketing vs Traditional Marketing

Understanding the key differences

- Real-time access

- Scope & scale

- Accuracy & precision

- Measurability

- Adaptability

DIGITAL
MARKETING

CONVENTIONAL
MARKETING

Actionable Uses of Digital Marketing Data

Leveraging data to drive results

- Decision-making

- Campaign optimization

- Product enhancements

- AI attribution

Types of Digital Marketing Data

From basic to advanced analytics

EASY

- **Website Data**
  (e.g., traffic, bounce rate, conversion)

- **CRM Data**
  (e.g., customer profiles, sales data)

MEDIUM

- **Funnel Analysis**
  (e.g., drop-off rates, conversion paths)

- **Retention & User Tracking/Attribution**
  (e.g., cohort analysis, multi-touch attribution

HARD

- **Lead Scoring with AI**
  (e.g., prioritizing leads based on data-driven predictions)

- **Predictive Analytics**
  (e.g., forecasting trends, customer behaviors, and future outcomes)
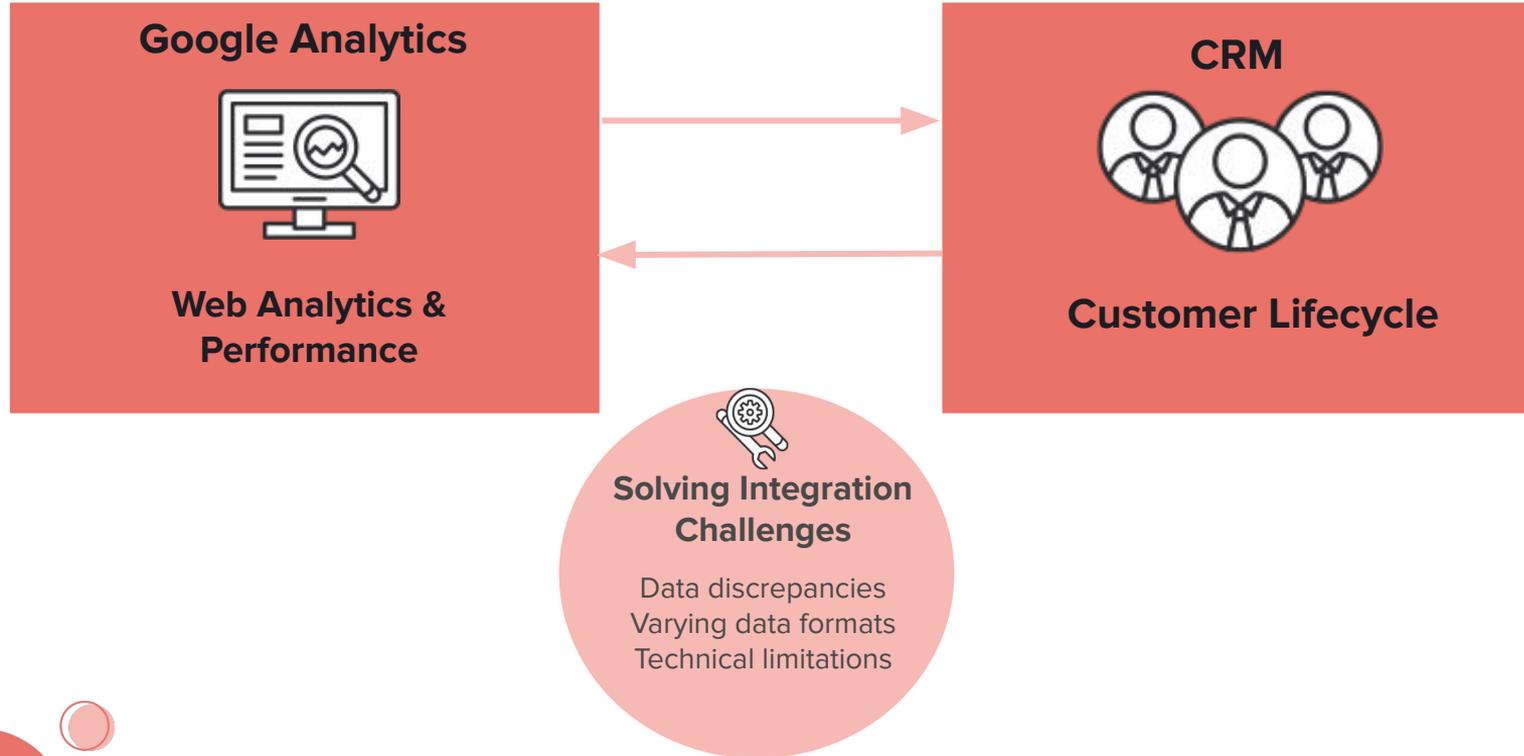
Avoiding Information Overload

Maximizing value by focusing on the right data

- Too much data

- Importance of KPIs

- Honing in on what matters
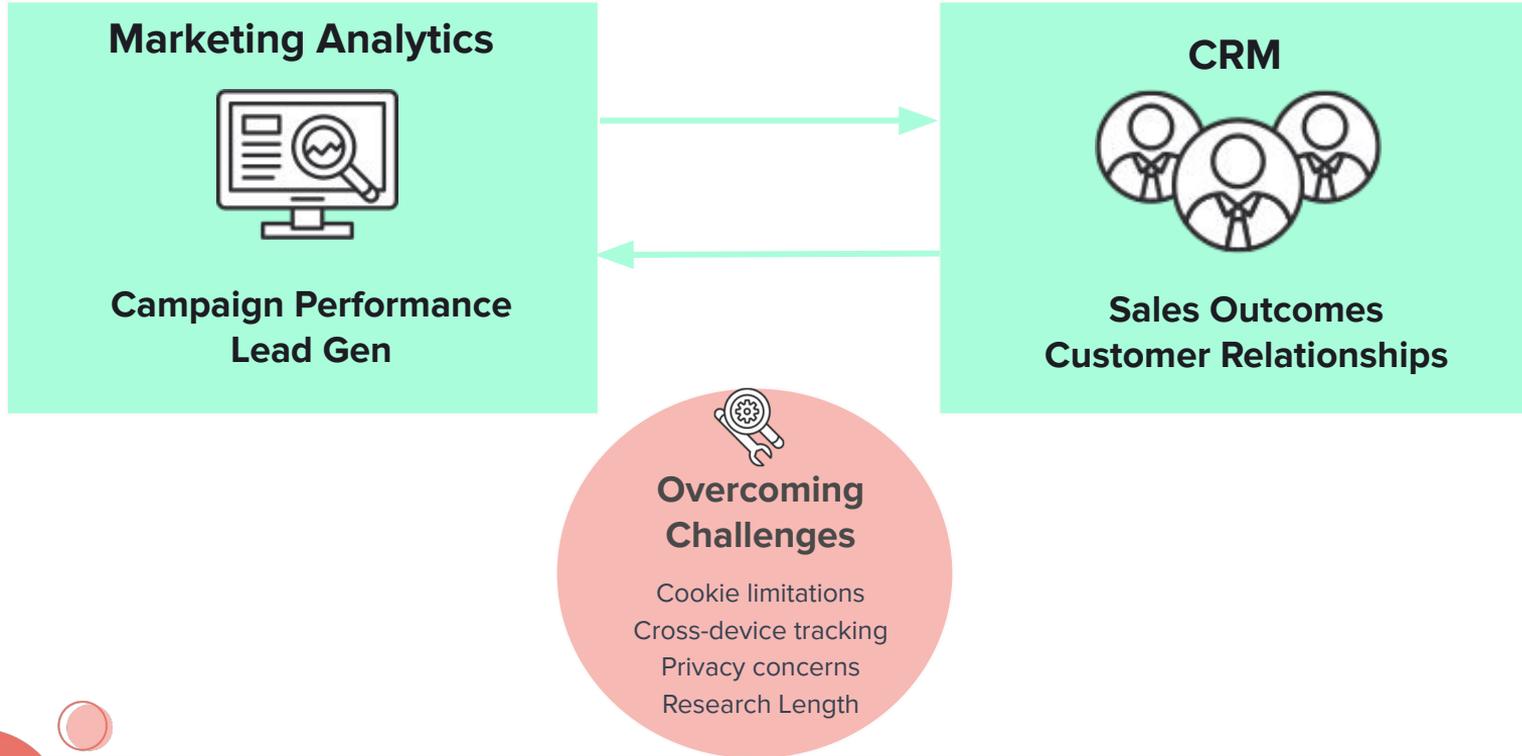
- Messy data & attribution

Challenges of Connecting the Pipeline

Bridging the gap between Google Analytics & CRM Data

Google Analytics

Web Analytics & Performance

CRM

Customer Lifecycle

Solving Integration Challenges

Data discrepancies
Varying data formats
Technical limitations

Navigating blind spots in marketing analytics

Understanding limitations and challenges

Marketing Analytics

**Campaign Performance
Lead Gen**

CRM

**Sales Outcomes
Customer Relationships**

Overcoming Challenges

Cookie limitations
Cross-device tracking
Privacy concerns
Research Length

Challenges of Optimizing SaaS Sales

Navigating unique sales dynamics in the SaaS industry

- Long sales cycle

- Complex customer decision journey to lead conversion and throughout the pipeline

- Intricate data integration for all channels, interactions and touchpoints

- Small numbers, big rewards

Don't worry, it's not all bleak!

Leveraging opportunities in SaaS Marketing

- Data-driven insights

- Automation and AI

- Flexible adaptation

Overcoming Blind Spots in Digital Marketing

Strategies for navigating limitations and challenges

Combine Data Sources

Integrate data from marketing analytics, CRM, and other platforms to get a comprehensive view of the customer journey and marketing performance

Embrace New Tracking Technologies

Stay ahead of the curve by adopting new and emerging technologies, such as server-side tracking and privacy-friendly alternatives to cookies

Adapt to Industry Changes

Stay informed about regulatory developments, privacy concerns, and evolving customer expectations, and adjust your marketing strategies accordingly

Learn and Optimize

Regularly analyze your marketing data, identify areas for improvement, and implement changes to optimize your marketing efforts and minimize blind spots
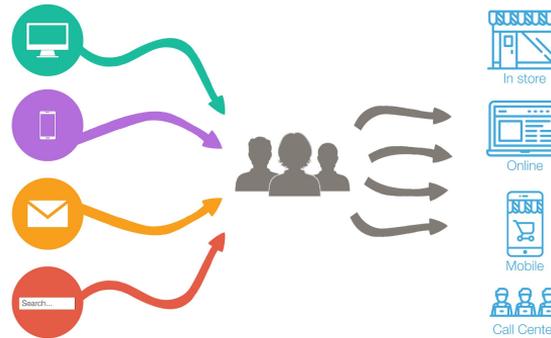
Understanding Attribution in Digital Marketing

Why attribution matters and how to overcome challenges

What is attribution?

Attribution is the process of assigning credit to specific marketing channels and touchpoints that lead to conversions or desired outcomes.

Types of attribution

Common attribution models include first-touch, last-touch, linear, time-decay, and data-driven (algorithmic) attribution.

In store

Online

Mobile

Call Center

Search...

Challenges

Accurate attribution can be difficult due to cross-device tracking, data discrepancies, and the complex interplay between marketing channels.

Defining values

To make effective use of attribution data, it's essential to define and assign values to various marketing channels and touchpoints based on their contributions to desired outcomes.

Leveraging AI & Data-Driven Attribution

Empowering marketing efforts with advanced technologies

Why data-driven attribution rocks
- Analyze the impact of each touchpoint in the customer journey
- Provide a more accurate and holistic view of marketing performance

AI-powered insights
- Identify patterns and trends
- Predict customer behavior
- Automate time-consuming tasks

Fill in the gaps with deeper insights
- Cross-device tracking
- User-level attribution
- Understanding of complex relationships between marketing channels

Adaptive decision-making
- More informed, agile decision-making
- Quickly adapt to changing customer needs and market conditions
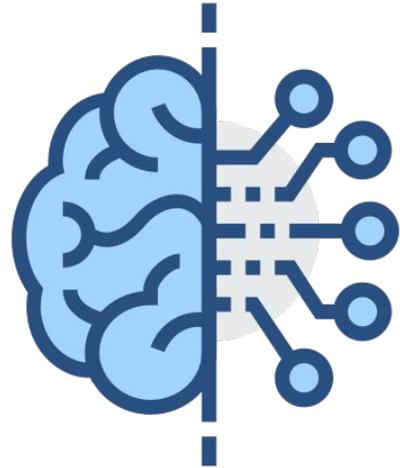
Solving Google Analytics Issues

Techniques to fill the gaps and enhance data accuracy

User ID + CRM Connection

Access a more comprehensive view of individual user behavior across platforms and devices

Client ID + CRM Connection

Gain a more accurate understanding of user interactions within a single browser or device

Hashing Email Lead/Customer Insights

Safely and securely connect offline data with online user behavior, enabling a more complete customer view

Explore Other Solutions

Investigate alternative tracking technologies, third-party tools, and data integration platforms to further enhance the accuracy and usefulness of your Google Analytics data

AI-Powered Lead Scoring for Optimized Sales Funnel Performance

Harnessing Artificial Intelligence to Identify High-Value Prospects Early

Leverage website activity to define intent: AI can analyze user behavior on your website, such as pages visited, time spent, and actions taken, to gauge their level of interest and purchase intent.

Build patterns: By identifying patterns and trends among high-performing leads, AI can help you prioritize and target similar prospects to drive more conversions and sales.

Optimize sooner and more effectively: AI-driven lead scoring enables faster and more accurate identification of high-value leads, allowing marketers to optimize marketing efforts and sales outreach earlier in the funnel.

Building a Robust Reporting Infrastructure

Integrating multiple data systems for comprehensive insights

Data Warehousing: Centralize and store data from multiple sources in a single repository, enabling more efficient and comprehensive analysis of marketing and sales performance.

Blend data by unique IDs & email addresses: Combine data from various platforms by matching unique IDs and email addresses, providing a more complete view of individual customer interactions.

Establish an attribution or MMM (Marketing Mix Modeling) model: Implement a data-driven attribution or marketing mix modeling approach to better understand the impact of each marketing channel and touchpoint on conversions and sales outcomes.

Conclusion: Harnessing the Power of Data in Digital Marketing

Maximize Performance Through Integration, Attribution & AI

Embrace Data Integration

Combine data from multiple sources and platforms to gain a more comprehensive understanding of marketing performance and customer behavior

Master Attribution

Implement data-driven attribution models and marketing mix modeling to optimize marketing strategies and allocate resources more effectively

Leverage AI Driven Insights

Utilize artificial intelligence and machine learning technologies to enhance lead scoring, identify patterns, and make more informed decisions
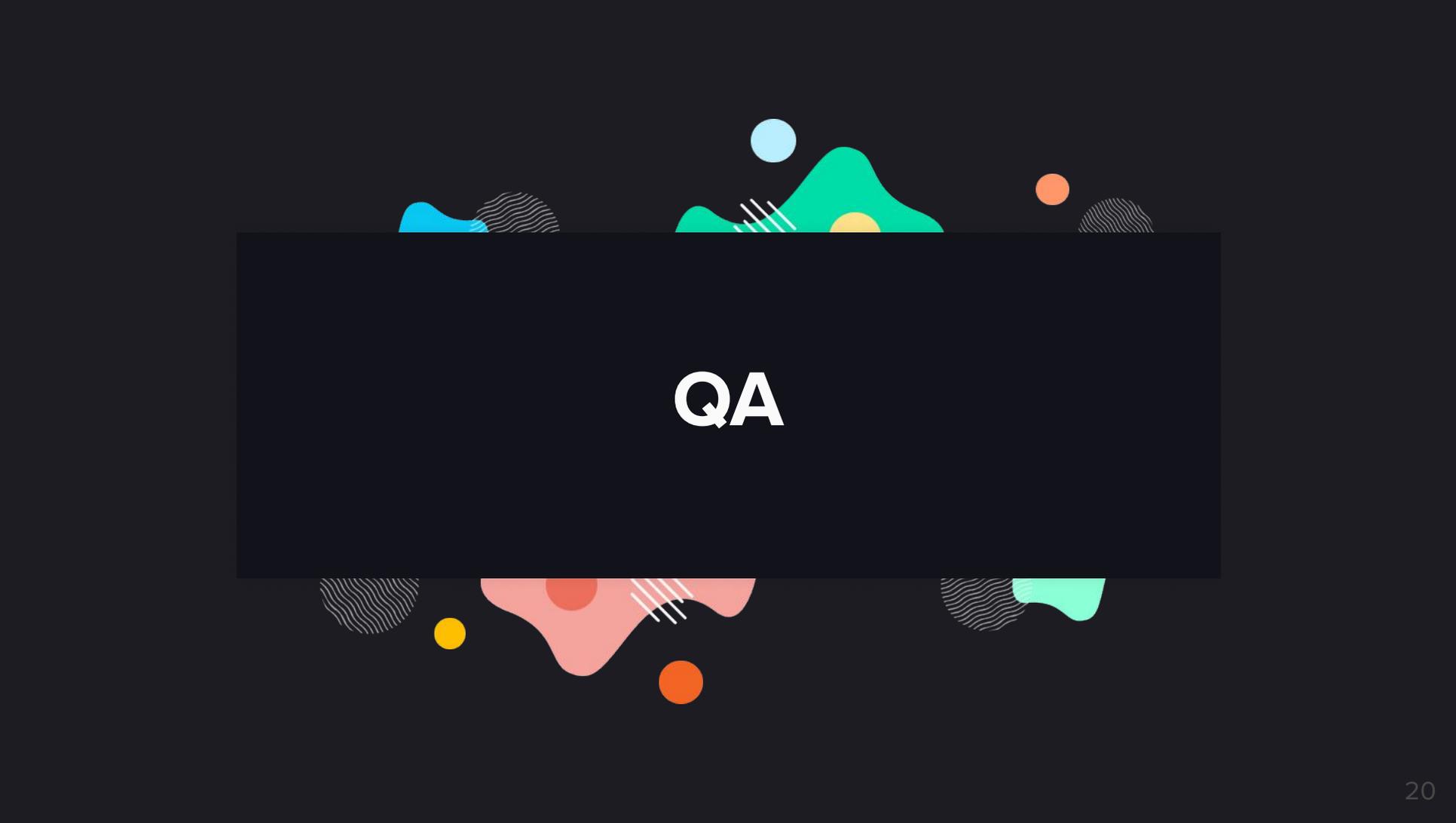
Continuously Optimize

Regularly analyze your data, identify areas for improvement, and refine your marketing strategies to achieve better results and stay ahead of the competition

Master your data and become a SaaSy King!

QA

Thank you for your time!

If you have any further questions,
feel free to contact hello@ftf.co.

/ftfagency

@iftfagency

ftf.co

From the
Future