



# 6 common measurement challenges to recognize and avoid with today's options





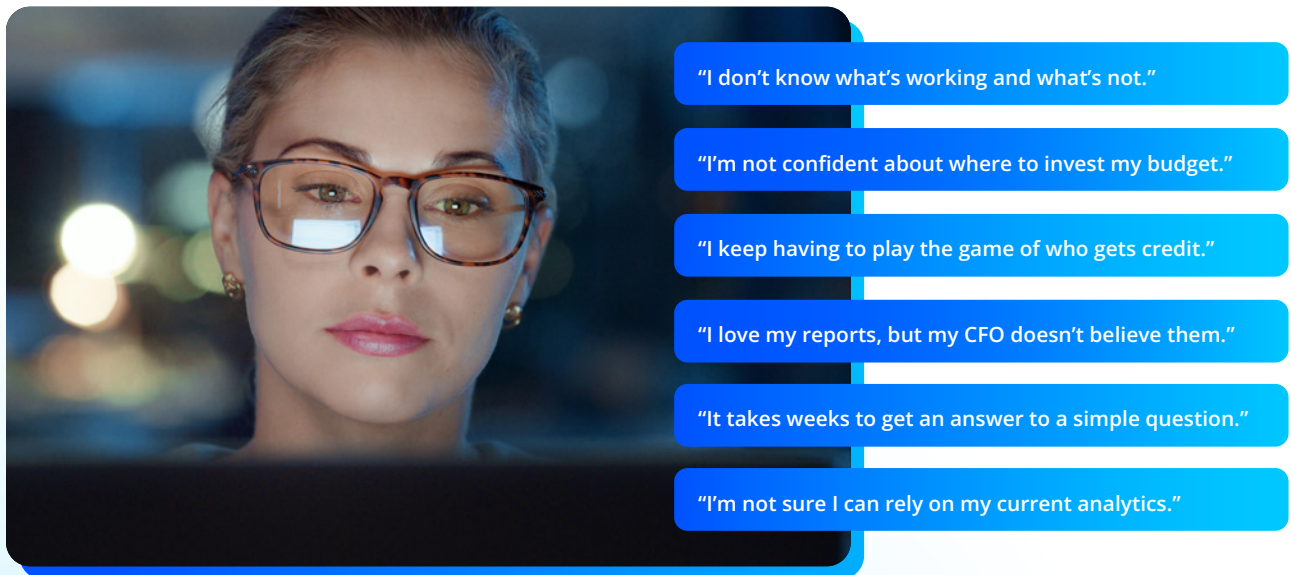
According to Forrester's Marketing Survey, 2024, **nearly two out of three** B2B marketing leaders don't trust their measurement. If you're reading this, you're probably not shocked.

Data and measurement are foundational to confidently investing in the right programs. Since marketers are responsible for the strategies and tactics that drive demand and business growth, you're right to be alarmed and looking for a smarter approach.

It's not that your teams aren't data-driven. And you certainly have the marketing tools, platforms, and data. The challenge is we've overcomplicated measurement. You need to simplify to a more practical way to get the insights and answers to understand what's working and what's not and where to invest precious marketing budgets.

# The challenges with today's marketing measurement options and what to do instead

Many of today's measurement options feel more like "traps" causing internal friction and frustration rather than providing insight into what's working and what's not. Likely, the biggest trap of all is the belief good measurement has to be complex to be effective.





## Trap 1: Don't play the game of who gets credit

In today's account-based, multi-channel, buying committee-driven, complex sales cycles, the idea that any single interaction or touchpoint sourced an entire opportunity or deal is pretty unlikely. But countless organizations continue to play the game of who gets credit, creating friction between sales, marketing, and account management. And it feeds into the continuous cycle that drives CEOs and executives to question the value and impact of marketing.

If you're nodding your head, you're not alone. It's a trap we see time and time again. However, many measurement and analytics solutions available continue to foster this thinking with their one-source reporting. When every team is in it for the credit rather than the good of the business, measurement becomes harmful.

Rather than feeding into the credit game, focus on the fundamentals of marketing measurement. What campaigns, vendors, and tactics show impact? Start there and use measurement as a tool and feedback loop to optimize campaigns and performance.





## Trap 2: Stop chasing the perfect attribution model that doesn't exist

We know the B2B buying and selling journey has become increasingly complex. And our never-ending attempts at nailing down an attribution model—whether first-touch, last-touch, or multi-touch—is the logic we apply to try and make sense of it all.

But chasing the right attribution model to accurately reflect every touchpoint or interaction's impact across the buyer's journey is a losing proposition. We know every touchpoint isn't trackable, many are codependent, and several nuances go into closing a deal. But we continue to go down the path that there's a perfect attribution model to measure marketing impact.

When each model yields a different answer to your question of what's driving revenue, it's not the reliable solution you need for making critical budget decisions.

If you're in the early stages or deep into selecting an attribution model, steer clear of this trap.





## Trap 3: Rampant data distrust immediately leads to fingerpointing

Internal finger-pointing and distrust of data can result from many scenarios. One scenario on repeat is when an organization invests in a shiny new measurement tool or solution. There's lots of hype, fanfare, and resources put into the promise of this new solution that will finally measure marketing's impact.

But the data becomes an afterthought. And teams will simply "shift and lift" low-quality data into the new solution, immediately diminishing its value and creating distrust of the data.

Finger-pointing ensues about whose responsibility it is to maintain the quality and reliability of the data. You turn to your measurement provider, who will immediately deflect the responsibility, leaving you with a shiny new and expensive tool nobody in the organization trusts or uses.

Instead, make data integrity a priority and a required part of whatever measurement solution you choose before you invest.





## Trap 4: Settle for lackluster “good enough” data and hope it tells you where to invest

“Good enough” or “directional” data has, unfortunately, become the default disclaimer marketers use to describe their reporting and analytics. Data silos, complex systems, and the highly biased reporting and analytics from demand vendors make it challenging to get a reliable, accurate, and complete view of our programs, campaigns, and tactics.

But when hundreds of thousands or even millions of dollars are on the line in marketing programs annually, settling for “good enough” data shouldn’t be the status quo for measurement, reporting, forecasting, and decision-making.

Rather, find a solution that wrangles your siloed data for you and makes high-quality data your new status quo.





## Trap 5: The endless time suck of trying to make complex data, models, and systems work for you

According to Gartner's 2023 Martech Report, marketers only use about a third of their current tech stacks. The culprit: they simply don't have the time and the cycles to deal with or master those systems and tools. The same goes for data.

As we bring on more revenue tools and platforms to make things easier, the complexity of the data and systems continues to grow. And you simply don't have the time to deal with onboarding another platform, system, or tool that's cumbersome and a black box to understand your marketing performance.

You need a transparent solution that gives you insight into what's working, what's not, and where to invest without the complexity and headache of jockeying between Excel sheets and building your own dashboards.







## Trap 6: Dealing with inaccurate, out-of-date data because we don't have a data scientist

You have a measurement solution that works for you. You've broadcasted your excitement about this solution to your team and internal stakeholders. You may have even built it in-house with your data science and analytics teams to fit all your needs.

But then you realize data isn't static. Weeks or months down the line, when new data gets added, your data is no longer accurate. And your data scientist is onto the next project, leaving you without the ongoing resources required for a viable long-term solution.

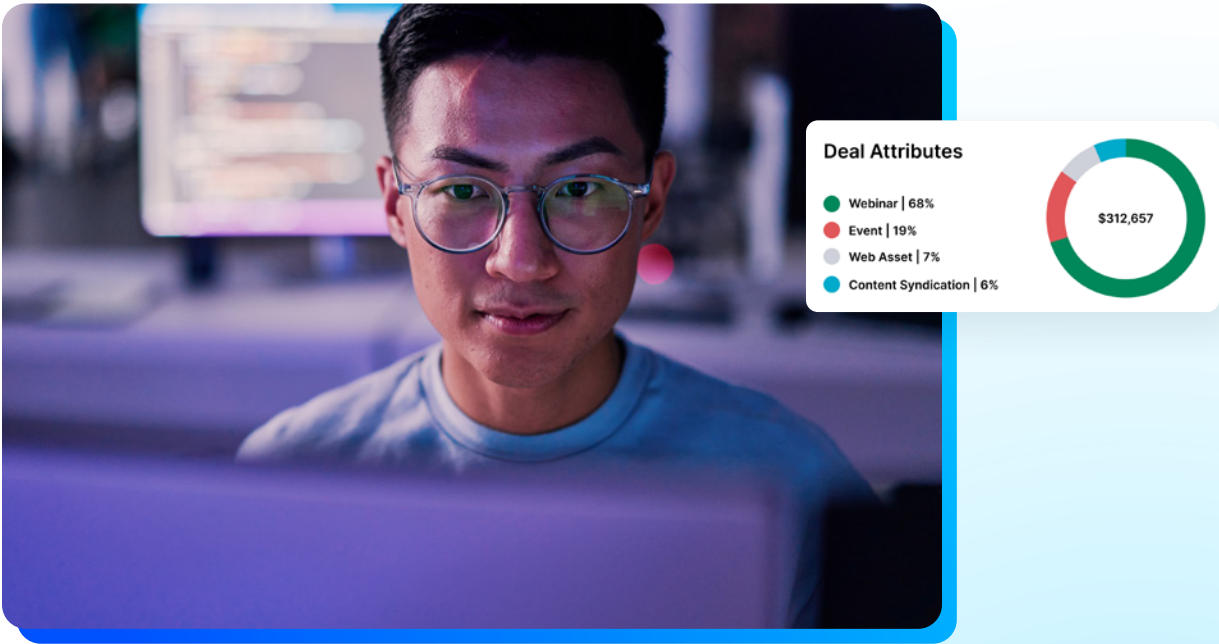
Instead, you need a reliable measurement solution that doesn't require a full-time data scientist or analyst on staff to make it work. You need a solution that takes care of the hassle of inaccurate, out-of-date data, and gives you the analytics and insights to make informed investments.



# Embrace a straightforward, more practical way to know where to invest your budget

If you've fallen into any of these traps before, then you're likely eager to try something new. As marketers, we must embrace measurement. Our success depends on it. But the measurement tools, models, and analytics options available today fail to deliver the actionable insights we need to generate results.

Instead, try a more straightforward way to answer the simple question of what's working and what's not with early indicators and long-term trends to inform where to invest to deliver on KPIs.



# NavigateIQ: Your shortcut to better marketing performance

We understand the frustration. Founded by B2B revenue and performance marketing veterans who understand how marketing really works, NavigateIQ is a marketing services company that provides a new, practical approach to marketing measurement. The NavigateIQ solution combines advanced AI and API technology, data and marketing expertise, and intuitive dashboards to deliver information you can use to make decisions and optimize impact.

The solution is transparent, fast, and painless. You give us the keys to your siloed marketing data, and we'll give you the goods—AI and built-in API connectors do all the dirty work and our data and performance experts distill critical decision information. No tech resources, data sciences, or licenses are required. And with easy-to-understand views you can use—there are no pulling reports, exporting spreadsheets, building dashboards, or learning anything new.

NavigateIQ empowers you to let go of the friction and frustration you're used to and embrace a smarter, more practical measurement solution that answers the questions of what's working, what's not, and where to invest.

See for yourself. Schedule a peek with us and see what's possible with marketing measurement.

**Avoid the measurement traps.** Embrace a smarter, more practical approach with NavigateIQ.

[Learn more](#)

