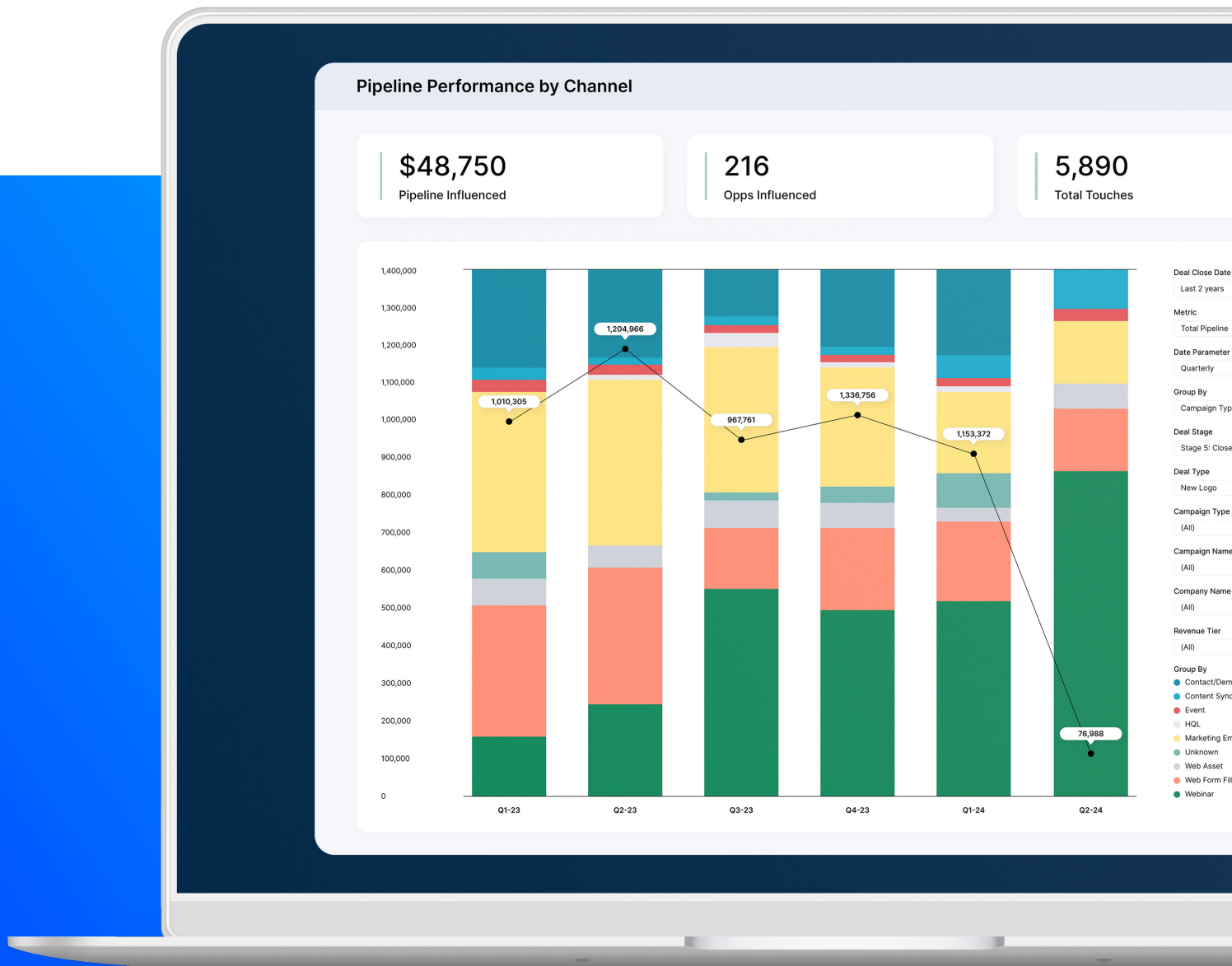


Marketing measurement made simple.

Know before you invest.



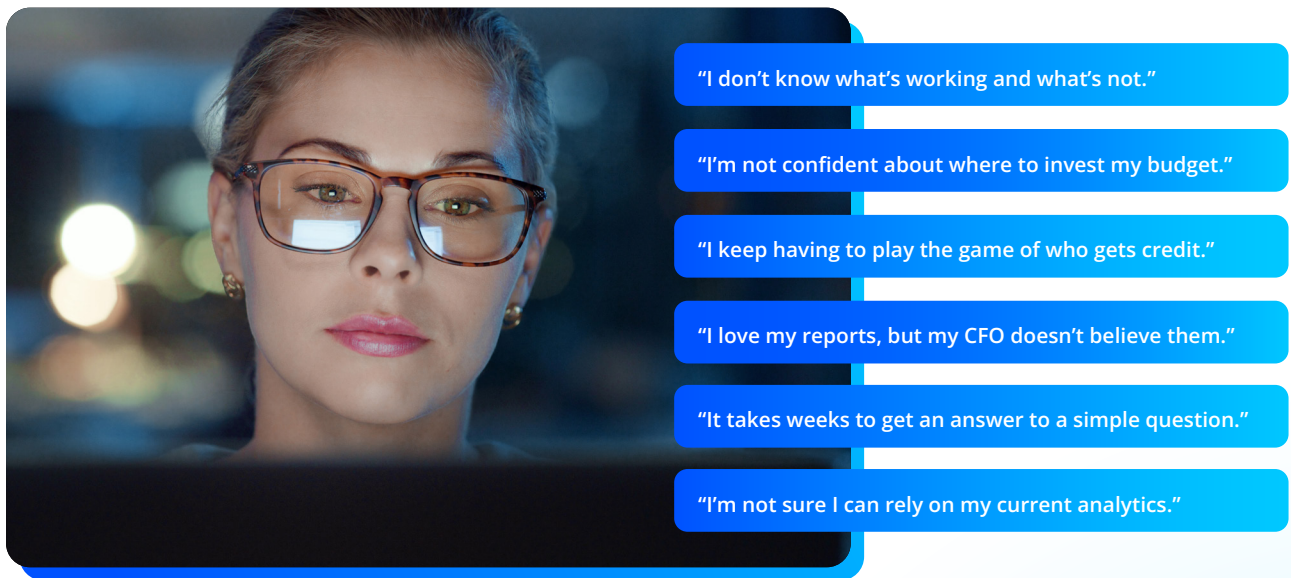


According to Forrester's Marketing Survey, 2024, **nearly two out of three** B2B marketing leaders don't trust their measurement. It's no surprise for anyone who's been in revenue and performance marketing for any amount of time.

We feel it every day. We're under immense pressure to perform and show a measurable impact on revenue with less time than ever to "get it right."

Marketing measurement is overcomplicated. But we can't avoid it. Instead, marketers need to simplify with a more practical way to get the insights and answers to understand what's working and what's not to navigate marketing intelligently.

The **measurement challenges** we hear every day from revenue marketers.



These are the challenges we hear every day from revenue and performance marketers.

But many of today's marketing measurement options feel more like "traps," causing internal friction and frustration rather than providing insight into what's working and what's not. Falling into these traps results in wasted time, effort, and budget and, worse, a loss of credibility among your teams, peers, and executives.

What are the challenges with today's measurement options to understand what's working and what's not?



Playing the game of who gets credit



Wrestling with the right attribution models



Finger pointing and distrust of data



Settling for lackluster, "good enough" data



Lack of time and cycles to deal with complex data and systems



Dealing with inaccurate, out-of-date data because we don't have a data scientist

With long sales cycles, short tenures, data silos, and increasing performance expectations, we can't wait for another report to be produced or master a new platform. Instead, try a more straightforward way to answer the simple question of what's working and what's not with early indicators and long-

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 service-as-software company providing 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.

NavigateIQ is your shortcut for quickly identifying actionable insights. Understand the channels, formats, campaigns, and vendors driving pipeline and conversions. Drill into each won or lost opportunity and get a timeline of every touchpoint—first, last, and in between—that made an impact.

Unsure how your vendors stack up? Compare vendors and measure their impact on performance and revenue.

Finally—know what's working, what's not, and where to invest to drive KPIs without the headache and hassle.



The solution is transparent, fast, and painless.



You give us the keys

AI, built-in API connectors, and data our scientists wrangle, clean, and make sense of your siloed marketing data.

No tech resources, data scientists, or licenses needed.



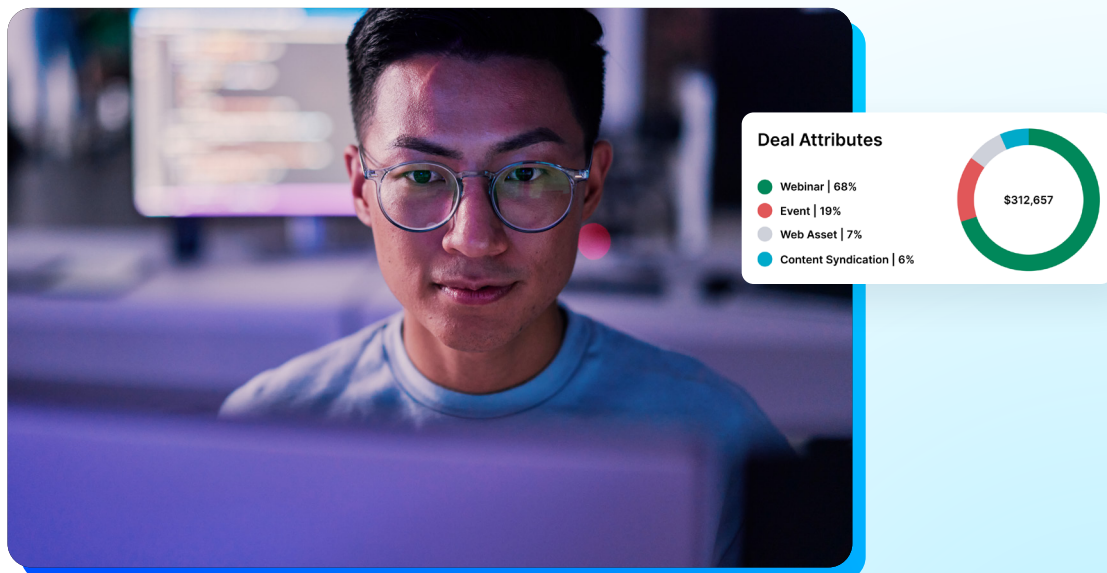
We give you the goods

Continually refreshed and always up-to-date.

No pulling reports, exporting spreadsheets, building dashboards, or learning anything new.



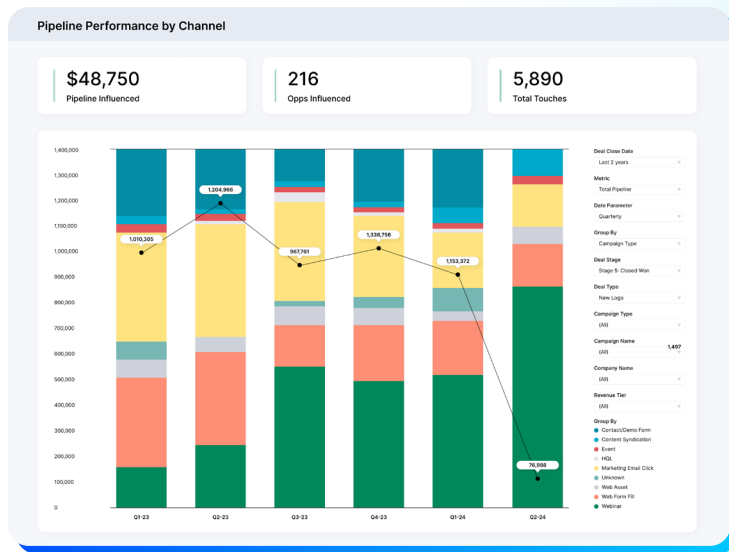
You give us the keys to your siloed marketing data, and we'll give you the goods—AI and built-in API connectors do all the dirty work, and our data and performance experts distill critical decision information. No tech resources, data scientists, or expensive licenses are required. And with easy-to-understand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



Know what's working, what's not, and **where to invest.**

The NavigateIQ solution answers your questions on what's working and what's not, which vendors, channels, and campaigns to continue spending, and which to stop. With NavigateIQ, measurement is finally simple and actionable, helping you navigate your marketing intelligently to deliver KPIs.

- Intuitive dashboards
- Drill into vendors, channels, and campaigns
- Compare short-term performance and long-term impact



Intuitive and easy dashboards to know what's driving pipeline and revenue, and what channels matter.



Drill into the **channels with the greatest impact**, see which tactics are driving pipeline and which

Webcasts Performance

\$126,971 Pipeline Influenced | 295 Opps Influenced | 18,641 Total Touches

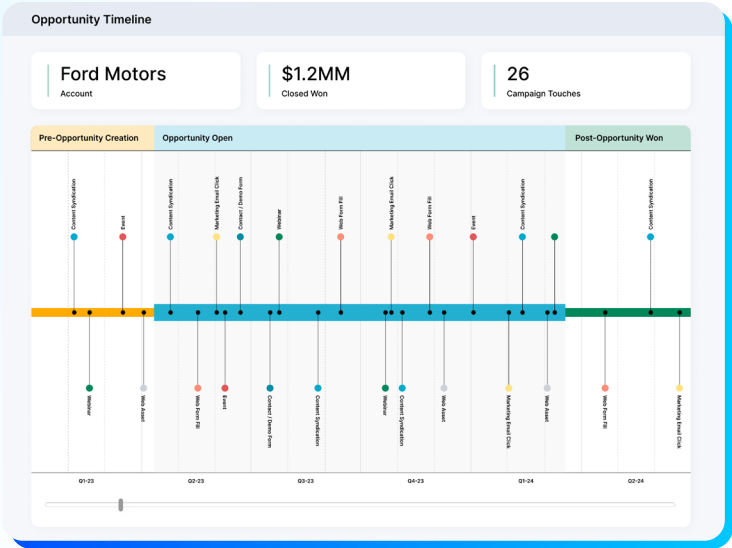
Webcast Name	Webcast Date	Registration Count	Opportunities Touched
Lorem Ipsum Dolor	January 22, 2024	341	28
Lorem Ipsum Dolor	February 23, 2024	326	26
Lorem Ipsum Dolor	June 9, 2024	310	24
Lorem Ipsum	July 3, 2024	285	23
Lorem Ipsum Dolor	August 17, 2024	278	21
Lorem Ipsum	July 19, 2024	176	19
Lorem Ipsum Dolor	March 1, 2024	541	17
Lorem Ipsum	September 6, 2024	788	16
Lorem Ipsum	May 27, 2024	301	15
Lorem Ipsum	January 6, 2024	89	13
Lorem Ipsum Dolor	April 1, 2024	75	10
Lorem Ipsum Dolor	May 5, 2024	71	7
Lorem Ipsum Dolor	March 17, 2024	66	4



Find out which partners are producing actionable results for you, and **where to focus your marketing spend.**



Drill into **every opportunity** to see what's driving pipeline creation and revenue conversion.



Our expertise is at your service.

Alongside our advanced tools and streamlined processes is a team of data scientists, performance analysts, and B2B revenue marketing veterans with the expertise to help you put your insights and analytics into action. Our team is with you every step of the way to give you the practical measurement solution you need to navigate marketing intelligently.

Simplify measurement. Visit NavigateIQ.ai to schedule a peek.

[Schedule now](#)