



Closing the measurement gap





Imagine walking into a room full of revenue and demand marketers and asking for the right metrics to **measure marketing's impact.**

You'd likely get a combination of attribution, contribution, customer journeys, account journeys, custom dashboards, regression analysis, and data-driven models, with some MQL, CPL, CPA, CPC, and CAC sprinkled in.

A heated debate ensues, and two camps begin to emerge. One side will be advocates for complex attribution models, data science, and custom dashboards to understand ROI for every dollar and the value of every marketing touchpoint across accounts, buying committees, and customer journeys.

Another group will bravely admit to using traditional engagement metrics because those are still the only metrics they can reliably get and compare performance over time across vendors and channels.

Many will quietly judge both sides. It's the tale of two sides of the measurement spectrum for marketers attempting to answer the same questions: what is working, what is not, where I should invest more money, and where I should stop.

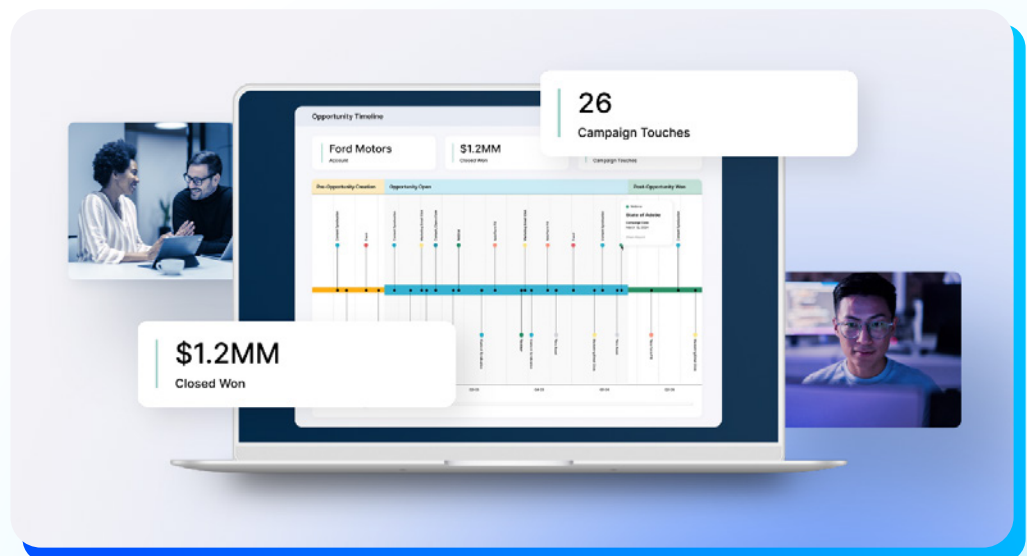
The tale of two sides of the measurement spectrum

As marketers, we're one of the biggest drivers of revenue and growth. But that also means sales, executives, and board members heavily scrutinize our budgets and strategies. The pressure is on to measure and prove the impact of our programs and investments. And when we can't, KPIs get missed, trust evaporates, and budgets get slashed.

On one side of the spectrum are proponents for advanced data-driven models and attribution solutions that are often complex, cumbersome, and a black box. These solutions aim to prove marketing's impact by assigning a value to every touchpoint; even though we know all touchpoints are not created equal, we collectively value the role of some more than others in closing deals. The unintended side effect is it creates room for opinions and guesstimates of how much credit each effort should garner, which leads to finger-pointing, distrust, and misalignment.

On the other side are proponents of traditional engagement metrics that typically measure activity from a single channel rather than direct impact on opportunities, pipeline, or ROI. These metrics may include website visitors, impressions, cost-per-lead (CPL), cost-per-acquisition (CPA), cost-per-click (CPL), click-thru rates (CTR), downloads, follows, likes, and others.

Traditional engagement metrics offer a proxy for performance and they still get presented at every board or executive-level meeting to help understand the value and impact of marketing over time. But they often get a bad rap for not fully capturing the complexity of marketing's impact on the buying and account journey and tying back to revenue and opportunities.



The vicious cycle nobody talks about

After working with hundreds of high-performing companies and marketers over the years, we've seen a common vicious cycle arise regarding marketing measurement, with few exceptions.

There's lots of hype, fanfare, and resources put into the promise of an advanced measurement solution that will finally prove marketing's impact. Every KPI, model, and dashboard is thrown in to track marketing performance in every way possible.

Every day, your CEO or CFO asks questions about what this all means for the business, why certain KPIs are trending down, and the ROI of every campaign and line item. You spend countless cycles trying to figure out the data anomalies, explain how marketing works, and rationalize the long-term impact of marketing programs.

What it doesn't provide are simple, actionable answers to your question of what's working, what's not, and where to invest. Instead, it leads to a time suck of your already busy schedule of driving performance for your company.

When the hype and fanfare die down, we return to the traditional engagement metrics we shunned earlier. Why? They're trackable, easy to obtain, understandable, and provide a comparison of how vendors, channels, and campaigns perform.



Embrace the value of the measurement gap

There's value from both sides of the measurement spectrum. Traditional engagement metrics don't provide a complete picture of the complex buying and selling journey and the marketing required to drive it. They don't consider the various channels and siloed data sets or drill into how they might play a role in driving performance. But they're accessible and provide directional signals on what may resonate with your prospects and customers.

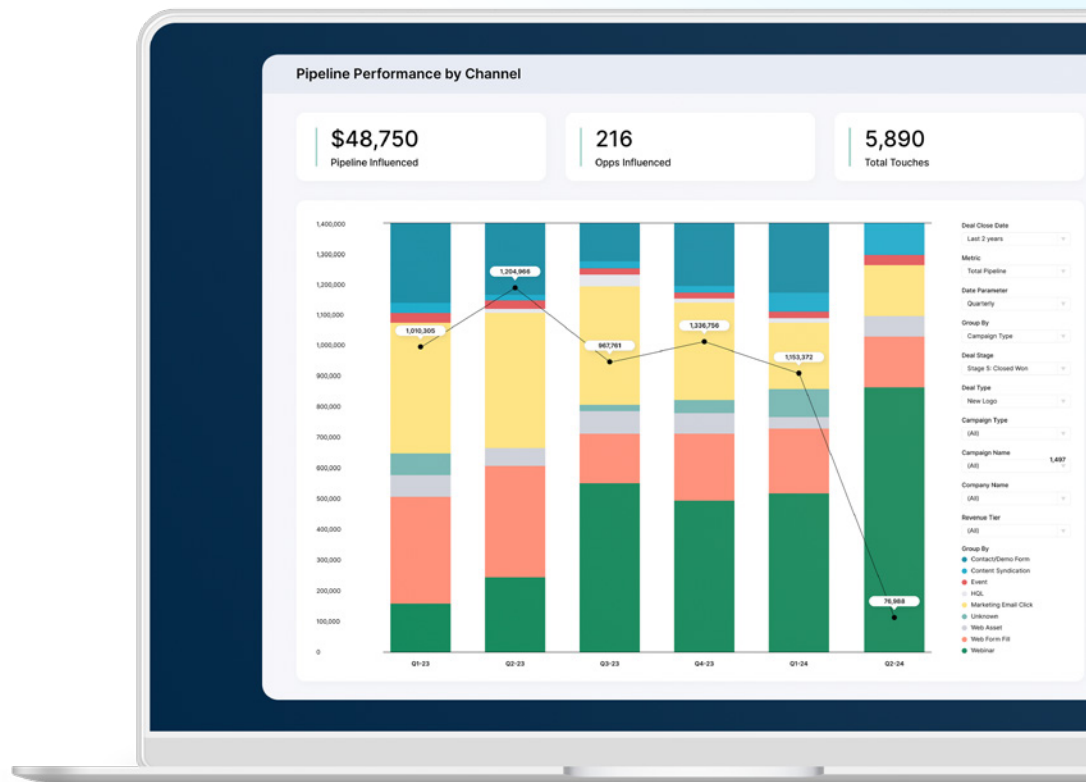
Advanced measurement solutions provide a more accurate picture of marketing's complexity and the dozens of touchpoints required for opportunity creation. Data analysts and scientists work to organize siloed data in a well-organized state for attribution models. But the perfect attribution model doesn't exist, and the dashboards are often too difficult to make sense of and drive alignment across the organization.

We believe there's value in both approaches...

A solution that bridges the gap between the two camps to shift the conversation away from arguing over math and accuracy to how we can help support deal creation and closing. And eliminating the perception that our only options are "default metrics" in our existing platforms and tools or hiring a data scientist to build our own solution.

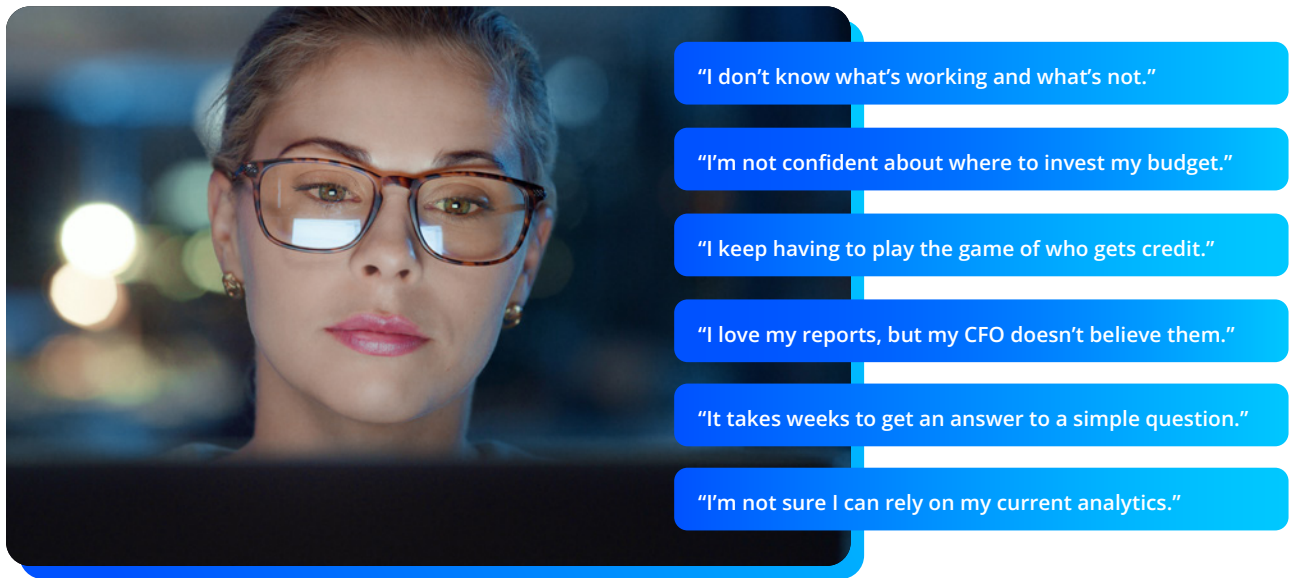
Instead, there is a middle ground where data science and marketing expertise can provide a full cross-channel view of what's creating revenue and what's not.

That's why we're building NavigateIQ.



NavigateIQ solves the measurement gap

Over the past decade, we've worked side-by-side with revenue and demand marketers, and we hear the same things repeatedly, regardless of which end of the spectrum their measurement mindset resides.



That's why we believe the measurement gap needs to be filled with a combination of both sides.

We need to wrangle all your marketing data to get a complete view. But it's not about credit for the opportunity. It's simply about what's working and what's not across a timeline of touchpoints—marketing or sales—to drive future investments.

We can use the lessons learned from traditional engagement metrics. How many people attended the webinar? Which vendor webinar contributed to the most opportunities? Which opportunities did it drive? How and where to do more specific strategies and tactics?

With NavigateIQ, we're building what we know marketers want and need. A more straightforward solution to what's working, what's not, and where to invest. We'll handle the data wrangling using AI and integrations. We'll give you the KPIs that matter and the analytics your executive team craves. And our team of revenue and demand veterans will work with you to provide you with the practical measurement tools to navigate marketing intelligently.

See what's possible with measurement. **NavigateIQ.**

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