



# **The Fast Marketing** **Analytics Audit**

UNCOVER OPPORTUNITIES AND FIX THE WEAK SPOTS  
TO INCREASE YOUR BUSINESS' ROI



Marketing Analytics can be complex, but that doesn't mean you don't have to do it. It is an essential piece of Marketing management, and the only way to make data-driven decisions and identify the best opportunities to increase ROI.

This sheet can be the first step for your organization to transform the absence of data or lots of conflicting reports into actionable insights and more revenue. Let's get started!

Please indicate to what extent you agree or disagree with each statement by checking the appropriate option next to them:



**My company has defined clear marketing goals based on business objectives.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**My company has identified clear key metrics and knows exactly how to measure them.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**If we are able to increase the indicators we care about, it would have a relevant impact on our business' growth.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**I believe my company tracks all of our marketing KPIs efficiently.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**We have a clear vision of which channels are driving more traffic and more revenue to our website.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**We have a tracking methodology in place (ie. utm tracking codes) to track each different marketing action.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree



**We can track all the events on our web site, such as button clicks, video views, downloads, form submissions, and others.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**We can track activity from all of our domains and subdomains and identify where actions are taking place.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**When we run any campaign, we know what actions users take once they land on our website.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**We check data often and use it to back most of our marketing-related decisions.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**When I need data, I know exactly where to find it and how to use it.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**I'm able to share data with my peers by sending over a report or dashboard.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**We have a system and tools in place with everything needed to track the metrics that matter to our business** (eg. Google Analytics, Google Tag Manager...).

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**Our team uses a tool to manage all of the tracking codes** (eg. Google Tag Manager).

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree





**We have a full understanding of the sources and medium of the traffic landing on our website.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**We frequently check the most important metrics for the business.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**Our Marketing Analytics reports are automated and easy to handle.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**Our marketing team shares Marketing Analytics reports with all key stakeholders.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**We can quickly identify new metrics to follow and implement the right tool to track it.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**Our team is able to get actionable insights from our data reports / dashboards.**

1	2	3	4	5
<input type="checkbox"/>				
strongly disagree	disagree	neutral	agree	strongly agree

**OVERALL SCORE**

**/100**



**It's time to review all your answers and get to work! Let's figure out where you should focus to improve your Marketing Analytics.**



## CLARITY ON METRICS

AVERAGE SCORE FROM 1 TO 5

## TRACKING DATA

AVERAGE SCORE FROM 1 TO 5

## REPORTS

AVERAGE SCORE FROM 1 TO 5

The score above is an average for each different group of activities related to Marketing Analytics. Hopefully, it can show what you must fix and where you should start!

If you are ready to level-up and take the next step to increase your company's ROI, we are here to help!

Click the button below and schedule a Free Consultation with our Marketing Analytics Experts. No commitment, no strings attached.

[Talk to a Specialist](#)

We'll do our best to help you.

Our team is composed of data experts, developers and business people. Wym Analytics combines business acumen with profound tech expertise.

This allows us to identify the key metrics to be followed for each company and implement the necessary technology to make the best use of them.