



CTANE11

Bringing Sexy Back

**Six Ways to Optimize
Your B2B Marketing Data**

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Introduction: Data continues to be the 'sexy' story of B2B Marketing. But are we losing sight of it?

With analytics now responsible for influencing just over half (53%) of marketing decisions* it's time to ask a simple question—why is it only 53%?

Good analytics, linked to the right strategy, are the brains behind good B2B marketing, helping to enable the personalization at scale required to deliver meaningful user journeys. But there's a key challenge that needs to be addressed—making sure you have good data, and the tools to view it.

We're now in a world saturated by data, platforms, and solutions, it's difficult for marketing leaders to be sure they're making the right calls.

Just Global have partnered with Octane11 on this short but effective guide on how to make your data do more for you and get that sexy back.

* Gartner survey results, 2022: <https://www.gartner.com/en/newsroom/press-releases/2022-09-15-gartner-survey-reveals-marketing-analytics-are-only-influencing-53-percent-of-decisions#:~:text=Marketing%20analytics%20are%20responsible%20for,a%20survey%20by%20Gartner%2C%20Inc.>

Step 1: First things first— conduct an audit

Ask yourself important questions about the platforms you're using right now, to make sure you're really getting what you need from them. The world of B2B data analytics is constantly changing. It's important to keep up with the pace.

- Are your platforms fit for purpose?
- Have your goals changed?
- Are there new options in the market?

Step 1: First things first—conduct an audit



Even if you feel like it is the perfect dataset or the perfect platform or the perfect channel, always make sure that you are keeping your eyes open to other opportunities as well. There are likely other solutions that exist, so always continue to evaluate what opportunities are out there, especially in the world we live in right now. It's really an ever-evolving industry.



EMILIE LEE
EVP of Analytics
at Just Global



In the fast-paced world of B2B analytics, it's crucial to not only understand the capabilities of your current tools, but also to anticipate the needs of tomorrow. **By asking the right questions and having a framework to evaluate new solutions, you can position your business at the forefront of data-driven innovation.** In a sea of data, the ability to adapt and evolve quickly is what sets us apart.



STEPHANY SHELTON
Head of Sales and Accounts
at Octane11

Step 2: Decide what you need from your data

Navigating the process of choosing the right data platform may seem straightforward at first glance. However, asking the right questions so that you receive not only answers, but the correct insights to guide your decisions, can be challenging.

Beyond mere pricing, let's explore what this involves:



Clarify Your Needs: Begin by pinpointing exactly what you're looking for from your data. What is your ultimate goal or objective? This will guide your search for relevant data.



Recognize Limitations: Every platform or dataset comes with its own set of constraints. What are these, and how might they impact your analysis or decision-making process?



Identify Relevant Data Types: Determine the type of data that will enable you to substantiate a strategy, or understand the rationale behind choosing a particular channel or tactic. What insights are you hoping to uncover?



Data Accessibility: Evaluate how easily the data can be accessed. Will you need to employ additional tools or services, such as an ETL (Extract, Transform, Load) platform, to make the data usable?



Understand Stakeholder Requirements: Knowing internal stakeholder expectations or requirements can help tailor your data search to meet organizational goals effectively.



Access Control: Consider the broader needs within your organization. Who else will need access to the data, and how can you manage permissions to ensure security and relevance?



Global and Granular Needs: Assess whether your analysis requires a global perspective and if so, to what extent? Do you need data that offers detailed insights on a global scale?



Added extras: Is there anything else that needs to be considered? Perhaps there are unique industry-specific factors, regulatory requirements, or emerging trends that could influence your data needs.

Step 2: Decide what you need from your data



Through careful questioning, you set out on an educated path to choosing a data platform or dataset. This evaluation guarantees that you do more than just collect data—you gain valuable insights that are in harmony with your strategic goals and the anticipations of your stakeholders.



EMILIE LEE
EVP of Analytics
at Just Global

Step 3: Firmly established the second step? It now becomes the bedrock of your taxonomy.

This groundwork informs the structure and categorization of your data, setting the stage for a robust analytical framework.

You can think of your taxonomy in much the same way as a library classification system.

Imagine entering a vast library filled with thousands of books covering countless topics. Each book is a piece of data—be it ad creative, audience segment, campaign performance metric, etc. Without a proper classification system and clear labels, there would be in chaos. Hours would be spent searching for a book on a specific subject only to find it in the wrong section.

Step 3: Firmly established the second step? It now becomes the bedrock of your taxonomy.

Without an organized data taxonomy and clear naming conventions, data can be misinterpreted, it becomes difficult to track campaign performance, and there are challenges in optimizing advertising strategies.

Your taxonomy is the behind-the-scenes data that you don't necessarily see, but it's so important to making sure the whole machine works smoothly.



Data taxonomy is the unsung hero that transforms data chaos into actionable insights. Ensuring consistency and clarity in your own data classification is key to unlocking intelligence. It's important to make sure it is straightforward, intuitive, and supported by your analytics strategy to ensure it is saving both time and delivering the crucial insights you need to propel your strategy forward.



STEPHANY SHELTON
Head of Sales and Accounts
at Octane11

Step 4: Never turn your back on Quality Assurance (QA)

Without a proper QA process the taxonomy and foundations of your data start to get a bit wobbly, and as time goes by, are likely to crumble.

In digital advertising, while creativity and strategy play starring roles, Quality Assurance (QA) is the backbone that keeps everything upright.



Skipping proper QA can lead to shaky data foundations, risking the whole campaign over time. Establish rigorous QA checkpoints, ensuring a campaign's smooth progression from conception to execution.



KAT VAN BIENE

Director of Ad Operations at Just Global

Step 4: Never turn your back on Quality Assurance (QA)

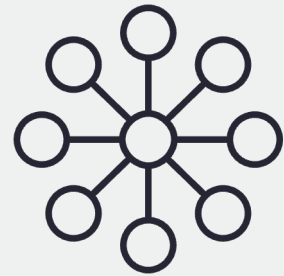
To set yourself up for success:

- Develop a detailed QA checklist. One that includes all critical elements of your digital ad campaign setup, and covers technical settings, creative elements, targeting criteria, tracking mechanisms, and budget allocations. This checklist will become your roadmap for QA, ensuring nothing is overlooked.
- Allocate adequate lead times for QA and UTM tracking.
- Implement a robust project management tool rather than depending on messaging apps or emails, which can lead to details being missed.
- And last but not least, track the errors that are made to identify trends to then close the gap with an evolved process and training. Ensure this training is shared with your new hires and your respective teams at least quarterly to keep the process and iterations top of mind.



Step 5: Go deep—establish an account-level measurement framework

This can play a pivotal role in making the connection between brand, demand, and revenue.



Having a holistic view is key

Measuring accounts is an effective way to gain a comprehensive understanding of how a campaign is performing at each stage of the funnel. It allows you to have a complete picture. From the upper and mid-stage—which are centered around the traffic and quality that marketing efforts are having at a channel and site level—to evaluating the impact on growth from an increasing funnel velocity standpoint, to revenue.



Strategic insights drive results

Creating account-level KPIs will reveal patterns, trends, and areas for optimization which will indicate those accounts that are driving results.



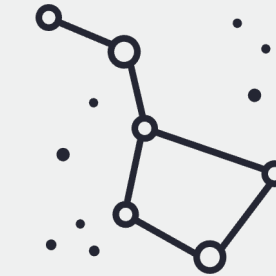
Alignment with goals

By adopting a measurement mindset, you'll be in a better position to align your goals with your business objectives. Whether you're looking for brand awareness, lead generation, or revenue growth, tracking at the account level will help you stay on track.



Attribution

Knowing precisely where results are coming from is key to making informed decisions, which is why the ability to trace conversions back to specific accounts, channels, and campaigns is such an integral part of business success.



Telling a story

By joining up the dots, account data can tell a compelling story of how your campaign's working. Having a clear view of traffic, engagement, and conversion rates will help elevate the success of your brand.

Step 6: Track those objectives and KPIs, and keep things compliant

The final piece of the puzzle. It can be oh so easy to take your eyes off the ball and before you know it your data has run away from you.

Regular tracking of Key Performance Indicators (KPIs) is not just a routine task, it's a critical component that safeguards the effectiveness of your digital strategies. Simple, yet powerful reporting dashboards play a pivotal role in helping you achieve more impact with less effort, offering a bird's-eye view of performance metrics and operational health at a glance.

Having performance dashboards as well as data health and alignment views are both essential. Leveraging these dashboards can be a game-changer for your team, not only saving precious time, but also preventing unexpected disruptions and data inaccuracies that could hinder your ability to act swiftly and resolve issues efficiently.

With the right tools at your disposal, monitoring KPIs and ensuring data integrity becomes a seamlessly integrated part of your daily operations.

In essence, the combination of robust QA processes and effective KPI tracking is indispensable. It ensures that the foundation upon which your campaigns are built remains solid and reliable. By prioritizing these elements, you not only safeguard the health of your data but also empower your team to deliver consistent, high-quality output.

Remember, in the fast-paced world of digital advertising, the ability to quickly identify and rectify issues can be the difference between a campaign's success and failure.

Thus, invest in setting up and maintaining efficient QA practices and KPI monitoring systems—it's a strategy that pays dividends in the long run.

Step 7: Be patient with performance

The average B2B sales cycle is 102 days long, and yet only 4% of marketers measure ROI over a period longer than 6 months.*

* The Long and Short of ROI: Why Measuring Quickly Poses Challenges for Digital Marketers - LinkedIn: <https://www.linkedin.com/business/marketing/blog/measurement/the-long-and-short-of-roi>

Step 7: Be patient with performance

As well as ensuring data is updated daily, you need to measure over long periods to see patterns and gain quality insights that can lead to better decision-making.

With B2B, we need to advertise to an entire buying committee of decision makers. It's going to take some time, as we all know, likely 6 to 9 months, if not more. And because that buying cycle requires hitting the audience or committee many times and the type of channels that we leverage, including content syndication, are more difficult to track.



EMILIE LEE
EVP of Analytics
at Just Global



It's going to be far more difficult to prove or justify some of the upper funnel tactics or channels that are driving that conversion once the lead actually comes through and it's difficult to track that lead flow process at times, again, depending on the channel. So ultimately the solution there is really leaning in and understanding what each platform can provide to then prescribe the appropriate measurement solution.

About Just Global

Just Global's award-winning team creates innovative marketing solutions that deliver net new and recurring revenue for some of the world's best B2B brands. B2B data and insight drives our strategy. We connect impactful creative and compelling content with full-funnel media activation and advanced analytics for integrated customer experiences and in the process develop relationships and build trust to ensure success.

justglobal.com

About Octane11

The Octane11 team combines deep experience from a range of core B2B disciplines: marketing, enterprise sales, sales ops, data management, product development... and of course, data science and data engineering.

We lived through the challenges of managing B2B data silos and decided to build a platform to solve them. Our goal is to take care of the foundational data work, so you can focus on being more strategic, creative and impactful. We believe in being transparent, keeping things simple, driving to real business results... and above all else making our clients heroes every day.

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