

Are You Truly Ready for Data-Driven Marketing?

From Thomas Bosilevac, Founder of MashMetrics — with insights from analytics leaders @Jim Sterne, @John Lovett, and @Lea Pica.



 **MashMetrics**

**Take our
Analytics
Maturity
Audit**

**\$5 donated for
every submission**

The graphic features a central blue clipboard with a white sheet of paper. On the paper is a pie chart with four segments in blue, orange, red, and yellow. A magnifying glass is positioned over the pie chart, focusing on the blue segment. To the left of the clipboard is a bar chart with four bars in yellow, orange, red, and blue. A small black asterisk is located to the right of the pie chart. The background is light blue with abstract shapes and a dashed circle.

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The Data Questions Every Marketing Leader Is (NOT!) Asking

"Are we making decisions with confidence — or with crossed fingers?"

That's a question I've asked across two decades in analytics. And too often, the answer is a pause, a smile, and some version of *"We think so."*

At @MashMetrics, we believe the first step in solving this isn't looking at your dashboards. It's understanding your team's analytics maturity — the human side of data. The human side equals making true strategic changes based upon the data outcomes —and not just simply tweaking a Google Ads campaign (though that IS a start!)

And that's why we've launched our Survey-Based Analytics Audit — a way to measure where you are without logging into a single tool.

Plus, for every completed survey, we're donating [\\$5 to advance digital literacy](#).

Why This Matters More Than Ever

Industry veteran Jim Sterne has long championed the idea that analytics transformation begins at the top — with vision and alignment. John Lovett has shown us that maturity isn't about tools, but about behaviors, governance, and adoption. Lea Pica reminds us that data without story is noise.

Gartner reports that 87% of organizations are still in early maturity stages, with only a small fraction leveraging analytics for true business transformation. McKinsey research backs this up, noting that top-quartile companies are 23x more likely to acquire customers when data maturity is high.

At MashMetrics, we've seen the same truth and have created our own version of the Analytics Value Maturity Model:

- You can have GA4, Looker Studio, HubSpot, and BigQuery perfectly connected — and still fail to act on insights.
- You can run automated reports weekly — and still be misaligned on KPIs.
- You can trust and follow your KPI's but utilize the data to validate, and not improve and grow

That's why our audit focuses on alignment, trust, adoption, and enablement before technology.

Inside the MashMetrics Survey

We built the survey around seven pillars:

1. Business Alignment – Are your metrics tied to your mission?
2. Stakeholder Usage – Who uses the data and how often?
3. Tooling & Infrastructure – Are tools integrated and understood?
4. Data Quality & Trust – Do people believe the numbers?
5. KPI Reporting – Are metrics consistent and actionable?
6. Decision Enablement – Does data drive pivots and priorities?
7. Team Skills & Ownership – Who owns analytics — and are they ready?

No technical jargon, no “gotcha” questions — just a clear path to understanding your starting point.

The Scoring System: From Foundational to Advanced

Like Lovett's maturity models, our 1–5 scoring scale makes it easy to see where you stand:

Score	Stage	Meaning
1–2	Foundational	Gaps in tracking, trust, or adoption
3	Emerging	Functional but not strategic
4–5	Advanced	Mature, governed, and proactive

Our goal is to help you join that top quartile.

Analytics Value Maturity Survey

Likely more than needed, MashMetrics is as transparent as possible... From your hour utilization to comprehensive documentation on how you can DIY (if you wanted to?!). So we wanted to provide a preview of the survey questions. We are not asking anything salesy or anything like that. It isn't our style. Our style is building trust through providing VALUE ... We hope this is just stage one!

Here is every question before you enter TypeForm.

Section 1: Team Involvement

1. Which teams are you responsible for (or interested in) improving analytics tools or reports for? (Select all that apply)

- Marketing
- Sales
- Product
- Executive / Leadership
- Customer Support
- Other: _____

2. How do you currently consume performance reports?

- Dashboards or report sets in a single system
 - A mix of reports from different tools/systems
 - PDFs or Slide decks with insights and takeaways
 - Excel spreadsheets with raw data
 - Other: _____
-

Section 2: Data Confidence

3. What's your level of trust in reported KPIs?

- High – I make decisions confidently
- Medium – I have a few concerns
- Low – I often question the data
- Not sure

4. Why do you feel that way about your data trust? (Select all that apply)

- Too much manual data wrangling
 - Conflicting metrics from different systems
 - Attribution is unclear or inaccurate
 - Conversions don't reflect actual outcomes (e.g., signups ≠ sales)
 - Not confident about how we collect/store data
 - Other: _____
-

Section 3: Business Impact

5. Have you ever reversed a decision based on data insights?

- Yes – and that’s why we’re investing more
- No – we mostly “report to the boss”
- Yes – but it created some internal confusion
- Kind of – but at least we know where we stand
- Other: _____

6. How frequently do you review KPIs at your level?

- Weekly
- Monthly
- Quarterly
- Ad hoc

7. What are your biggest marketing data gaps right now? (Select all that apply)

- Not confident where to spend marketing budget (attribution, MMM, UTM accuracy)
- Incomplete customer journey data (pageviews only, no behavioral flows, no dataLayer)
- Conversion trust issues (signups vs purchases, offline vs online, lagging signals)
- Privacy/data use uncertainty (PII, cookie readiness, regulatory concerns)
- Other: _____

Section 4: Technology & Ownership

8. How confident are you that your martech stack is integrated and accurate?

- Very confident
- Somewhat confident
- Not confident at all – please help

9. Who is responsible for analytics QA and governance in your organization?

- Me – but I’m overextended
 - Me – but this isn’t my specialty
 - Others – but they are overextended
 - We have a great analytics/data team
 - We don’t really have anyone assigned
-

Section 5: Future Readiness

10. Are you currently using or planning any of the following advanced analytics? (Select all that apply)

- Predictive or “what-if” modeling
- AI-powered marketing insights
- Media Mix Modeling (MMM)
- Real-time personalization based on behavior
- No – but we’re interested
- No – not a priority right now

11. How prepared are you for the end of third-party cookies?

- Fully prepared – we’ve shifted to first-party data
- Somewhat prepared – strategy is forming
- Not prepared – still dependent on 3rd-party data
- Unsure

13. How often do you use forecasting or “what-if” scenario planning?

- Regularly (monthly or campaign-based)

- Occasionally
- Rarely or never

14. Are any marketing or engagement campaigns triggered automatically based on user behavior?

- Yes – personalized across channels
 - Yes – but only emails
 - No
-

Final Questions

15. How long do you think it will take to solve your key marketing analytics problem?

- Quick Win 30–60 days @ 20 hours a week
- 3 Months @ 40 hours a month
- 6 Months @ 80 hours a month
- We need help—no clear path or plan!

16. Would you like a follow-up call with our Co-Founder to discuss how we can help you mature in your analytics journey?

- Yes\No
-

Your Insight = Education for Others

For every completed survey, MashMetrics donates \$5 to organizations advancing digital literacy and data education. Because analytics empowerment shouldn't be a privilege — it should be accessible to everyone.

Examples include:

DataKind — <https://www.datakind.org>

Code.org — <https://code.org/>

Girls Who Code — <https://girlswhocode.com/>

Take the Survey — Gain Clarity and Give Back

✔ [Start the Analytics Maturity Audit](#) (3–5 minutes)

💡 Receive your scorecard and next steps

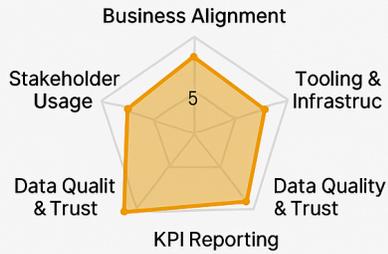
💰 Fund \$5 toward digital literacy

-----END ONLINE ARTICLE

Example Output:

ANALYTICS MATURITY AUDIT RESULTS

Overall Score:
Foundational



KEY INSIGHTS

- Analytics are not closely aligned with business objectives
- Low confidence in data reliability and accuracy
- Minimal training and stakeholder engagement

NEXT STEPS

- Define key business goals and data needs
- Improve data validation processes
- Develop training programs for staff

\$5 DONATED PER ENTRY

Thomas Bosilevac

Founder, MashMetrics

Helping organizations move from “data overwhelmed” to “data empowered”

Notes with Dillmann

- Now is the time to do more with less
- Lead generatin services
 - attorney.com
 - military.com
 - Neighborhodly

Target a Vertical

- 200 Private Equity that need analytics to match their marketing services
- Look into companies hiring Dir. Marketing Analytics

Service Titan