



# 6 Keys to Making Marketing Data a Critical Business Asset

*by*  
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#1

## Build a cross-functional team

Best to include:

1. Subject matter experts inclined toward numbers  
AND
2. Data analysts who can become subject matter experts



#2

Define an achievable and impactful goal

...even if it means starting small

(My marketing data project will\_\_\_)



#3

## Make friends with IT

...they are essential to access to  
different data sources and  
assessing data quality



#4

Evolve thinking as you move through the analysis process

...It's like peeling away onion layers, so ask and answer questions as they arise



#5

## Surpass expectations

...deliver on the initial goal, share the unexpected gold that every project uncovers and build champions



# #6

Build a marketing data analytics constituency  
it's a cultural thing!





**Need help making your  
marketing data a critical business  
asset?**

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