MODE

THE GO-TO-MARKET COLLECTION

The Data Team's Guide For Marketing Metrics

How analysts can help marketing teams
accelerate their goals using Mode.

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Introduction

Sales, marketing, and customer success leaders all rely on data to meet their quarterly targets and drive longer-term company goals.

But when data and go-to-market (GTM) teams aren't working collaboratively, the risk of making wrong decisions around campaigns, budget allocation, and optimal customer experience rises.

When GTM teams work in silos, it puts the organization at risk. Analysts get burdened by reactive, transactional requests for data, often duplicating work just to get through their growing backlog. As a result, the entire business is guided by a disparate collection of datasets—hardly the best strategy when the data team can help with metrics alignment and do so much more.

As part of Mode's go-to-market series, we put together a set of three guides to help data teams reclaim their time for projects they're excited about, have a greater impact on organizational KPIs, and be recognized for their role in accelerating company growth.

You're currently reading the marketing guide. Get the sales guide here:

Sales

The goal: data-fueled success, from acquisition to retention

For data teams, optimizing the customer lifecycle is dependent largely on two things. First, achieving alignment on strategy—they need to design a system alongside their GTM teams that will amplify each others' impact. This means GTM teams must participate in the process of creating standard models, metrics, and dashboards that are most useful to each department.

The second is the technology and tools. Data teams must invest in analytics solutions that make it easy to steer their GTM counterparts toward decisions that will accelerate pipeline, increase adoption, and drive customer loyalty—ultimately boosting the lifetime value of each user. In Mode, analysts and data scientists can run complex analysis and improve under-performing data models while still giving GTM teams easy-to-use, self-serve dashboards for times when a GTM team member needs to do additional analysis that doesn't require the technical skill of the data team.

The role of data at each stage of the customer lifecycle

Throughout the customer lifecycle, every GTM leader shares a few top goals that only the data team can support with trend analyses, statistical probability, and predictive analytics that eliminate guesswork. See the metrics that matter and where they impact the customer journey.

Ask your GTM teams how they're measuring the below metrics

Chances are the data team can improve analysis in each stage with the right GTM partner.

Acquisition

At this stage, marketing is finding and accelerating prospects down the pipeline and sales is trying to close deals. To improve acquisition, use Mode to track data on:

- ✓ **User demographics that make qualified leads**, like industry, role, or region

- ✓ **User behavior on the website and in-product** that indicate interest and buying intent

- ✓ **Campaign performance** and how it impacts conversion at each step

- ✓ **Sales pipelines**, including why reps are winning or losing and with whom

- ✓ **Deals, annual contract value (ACV)**, and how buyers of different pricing tiers compare

Adoption

As new users move through trialing, onboarding, and getting value from the product, behavioral analytics can uncover indicators of stickiness. To improve adoption, use Mode to track data on:

- ✅ **Engagement metrics** to understand utilization of purchased plans, features, and seats

- ✅ **Events** that track possible actions in the product and whether they're taken

- ✅ **Conversion metrics** that illustrate the impact of a product release

- ✅ **Usage patterns** that highlight potential drop-off points or engagement opportunities

Retention

Once customers are onboarded and using the product, data teams can use Mode to predict customer health, identify potential churn, and learn how different cohorts act over time. To improve retention, use Mode to track data on:

- ✅ **Predictive health scoring** connecting user behavior, engagement, utilization, and sentiment (like NPS) to retention outcomes

- ✅ **Opportunities for upselling and renewal with behavior that correlates with retention**

- ✅ **Churn frequency** and reasons behind it

- ✅ **Revenue retention patterns** related to use cases and segment

- ✅ **Customer lifetime value (LTV)** segmented by customer type, trait, source, or behavior

- ✅ **Power users** and the company's biggest champions

Using Mode, analysts can set up best practices for reporting and analysis modeling data so that GTM teams are aligned on metrics for revenue, retention, customer satisfaction, and the financial health of the company.

Data + marketing

Use Mode to blend data sources and run sophisticated analysis

Marketers are great at multitasking. They run dozens of campaigns across various channels, move fast to keep up with product launches, quarterly sales targets, and other new initiatives. But too often, they're working with narrow, siloed datasets that make it difficult to see the big picture.

When marketing teams have data that lives in multiple platforms like Salesforce, Google Analytics, or Google Ads, they need a way to view it holistically. Mode allows data teams to easily bring together and query data from every source, then share it with marketers in a way that doesn't burden analysts with ad hoc requests.

> "
>
> The marketing analytics group has evolved from looking at general retention numbers to fine-tuning retention metrics. They are starting to ask predictive questions as well."
>
> **Laura Spencer**
> Vice President of Data Analytics,
> Ibotta

Know who your most valuable customers are

Marketers depend on the right analysis to understand who their target audiences are and what they respond well to so they can give them more of what they want.

They are likely already targeting a persona, or a few, using standard, platform-specific reports. However, standard dashboards may just not be enough. Deeper, iterative analysis with a partner from the data team can help them dial in on specifics and increase marketing ROI across the board.

With Mode, a data partner could bring in different datasets, and quickly investigate customer segments with advanced segmentation and funnel analysis—accounting for sentiment characteristics and seasonality—for stronger strategy plays.

These few sessions of partnered iterative analysis between marketing leaders and an analyst reduces the time it takes to respond to ad hoc requests and helps the data team find more balance in their priorities. Analysts can then set up parameters and filters in Mode so marketing teams can slice and dice audiences to see which cohorts perform better, making it easier to define tactics that attract more of the same type of leads.

Data teams can also refine their models and help create dashboards to answer questions that come up on a regular basis.

Marketing charts you can build in Mode

Uncover your most valuable customer segment

Help your marketing team understand which customer segment is driving the most value, so they can invest in more pointed advertising. Bring together disparate datasets to see what region drives the most sales, and then dig deeper with subsequently clearer views of customer segments.
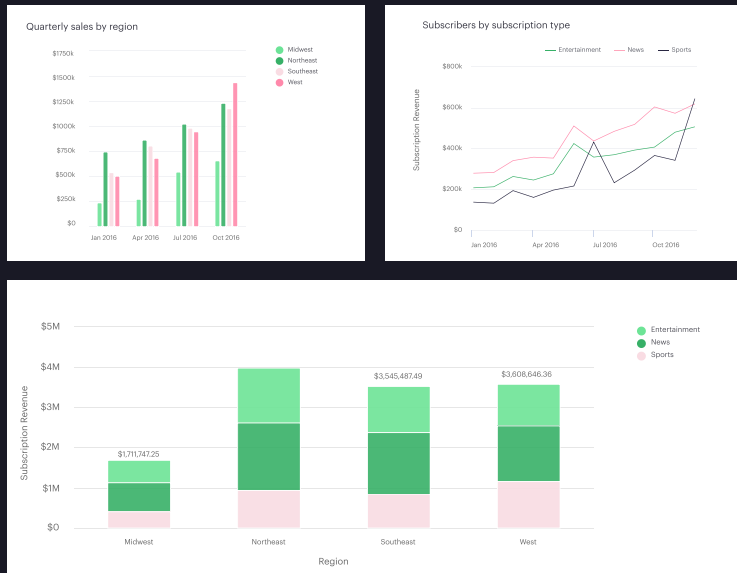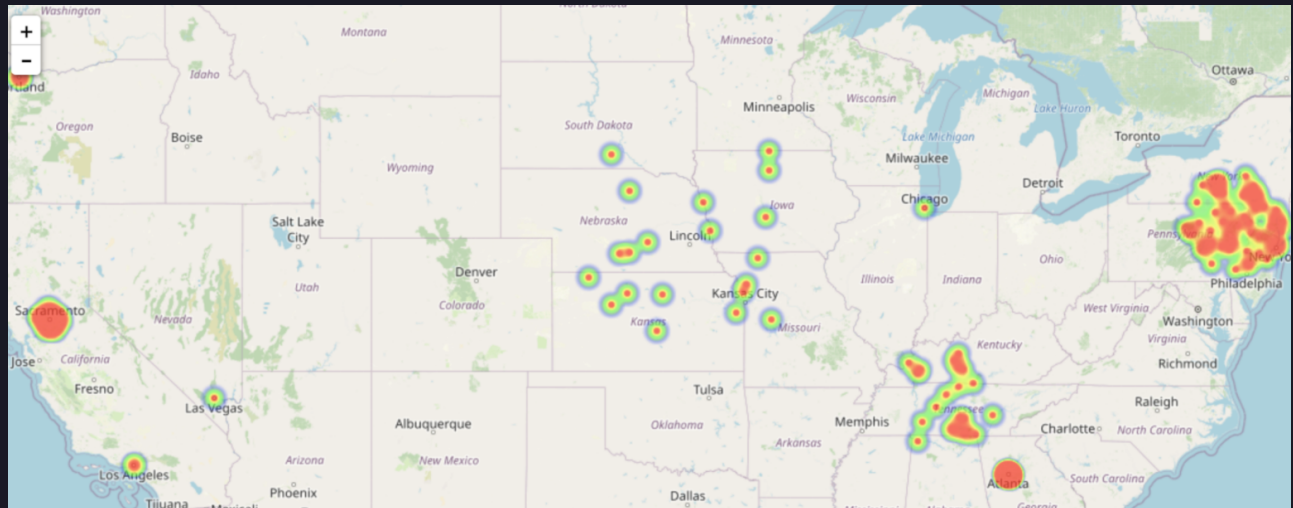

From this report.

See if one regional cohort is growing faster than another. Where can your marketing team invest next to attract your best customer?

From this report.

Detect new growth geographically, to see if your best customers are shifting

Find regions to best invest your marketing dollars with a more detailed regional view. Help your marketing team understand possible indicators of new valuable customers, based on regional growth.

From this report.

See performance across all channels

When marketing needs to compare metrics on engagement, conversion, and behavior of leads across each channel, analysts can use Mode to provide meaningful answers. Analysts can query connected sources in SQL, use Python and R to do advanced analysis, and create dashboards that marketers can check anytime to understand pipeline performance.

By bringing together data into single, cohesive dashboards, the data team helps their marketing counterparts invest in successful channels and course correct on the less successful ones. Marketing can then troubleshoot them by trying new promotional strategies, better-targeted campaigns, and applying similar tactics to those used in the highest-performing channels.

Marketing charts you can build in Mode

Channel performance by revenue—Bottom-funnel health

Help your marketing team see which channel brings in the largest revenue closed-won deals so they can throttle the demand gen budget accordingly.

Total sales growth by acquisition channel

New customers by region and channel
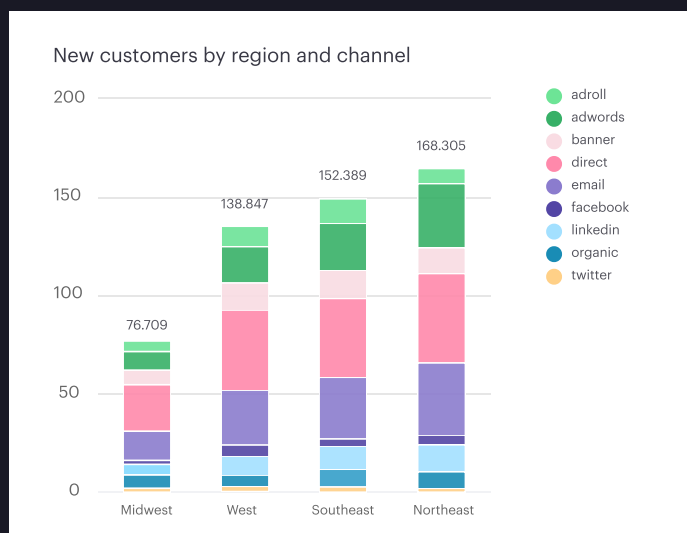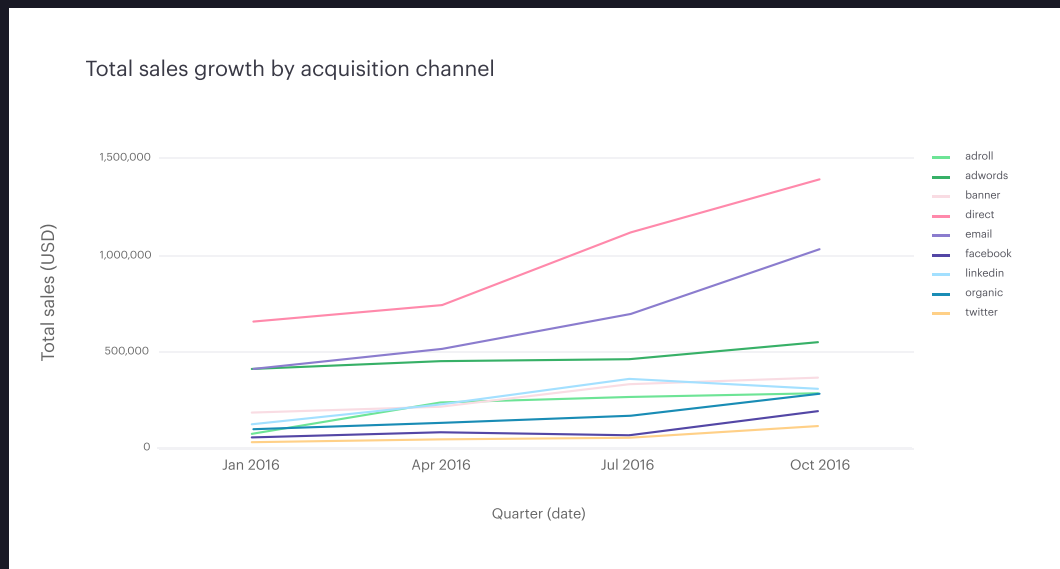
From this report.

Lead acquisition funnel chart—Top-to-bottom funnel health

Using common python libraries, build funnel charts to help your team understand the health of a particular channel by looking at the numbers of leads in each stage.
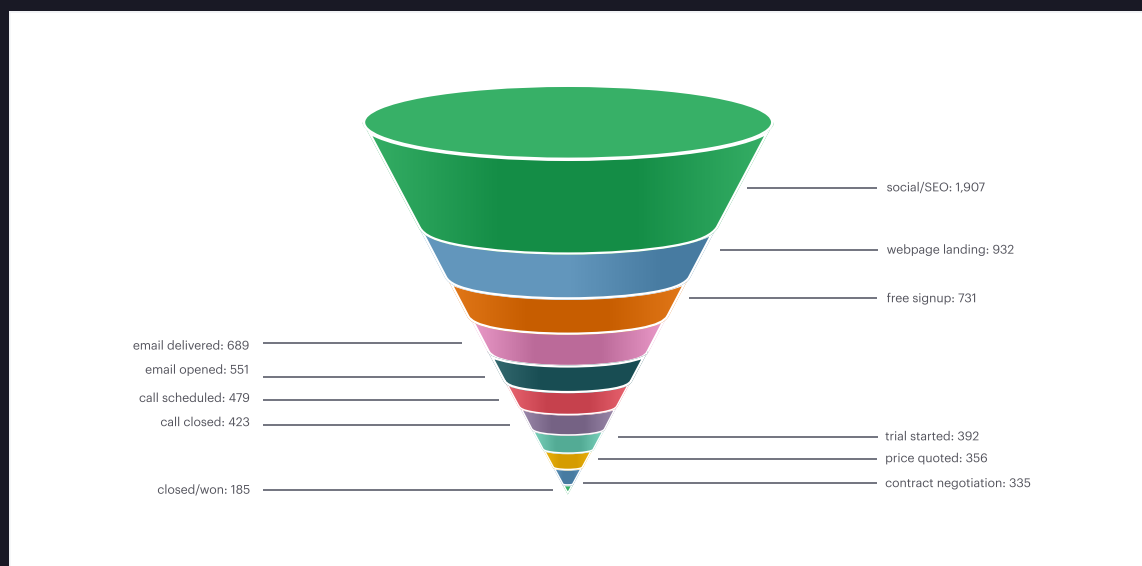
From this report.

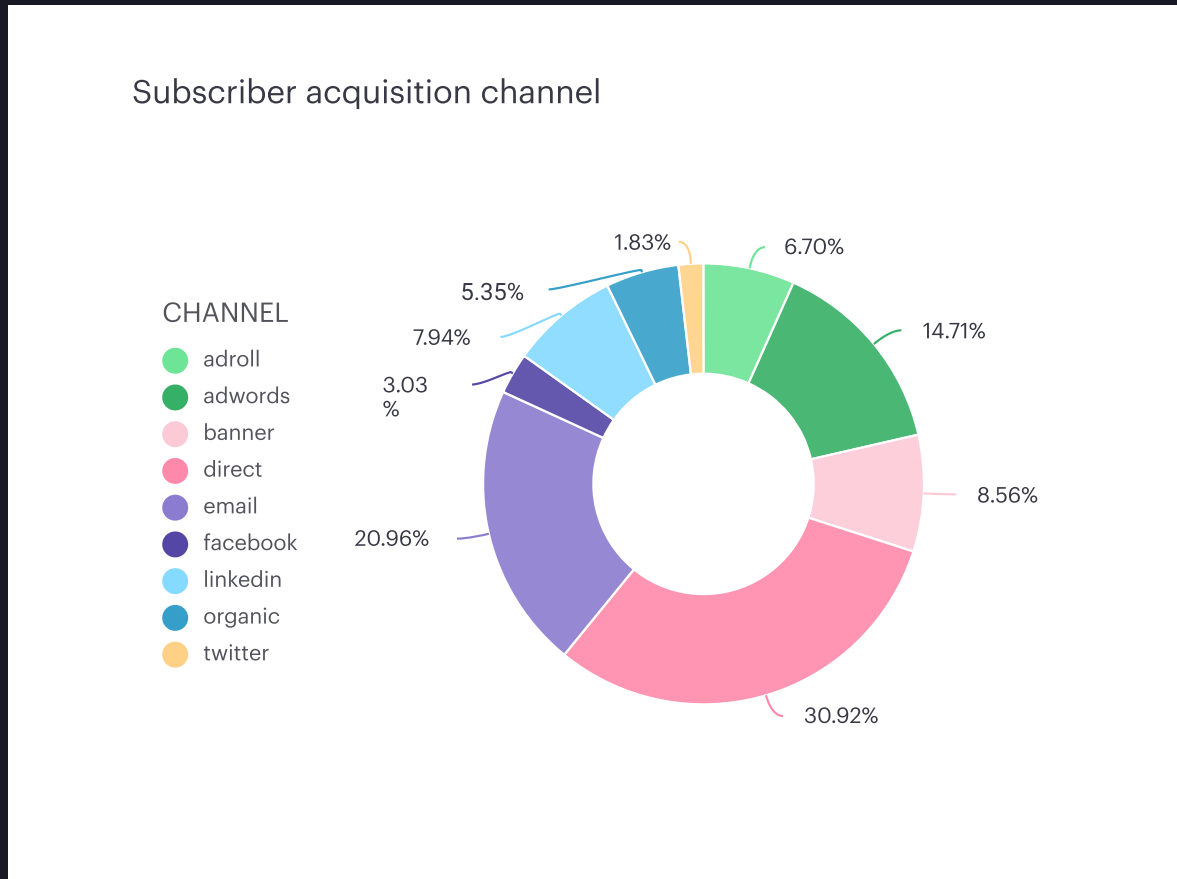# Lead acquisition speed based on channel—Top-to-bottom funnel velocity

Drilldown and help your team see how long it takes for leads to move from one part of the funnel to the next.

From this report.

Newsletter sign up by channel

Help marketing back out and understand which channel brings in the most newsletter signups by channel.

Subscriber acquisition channel

From this report.

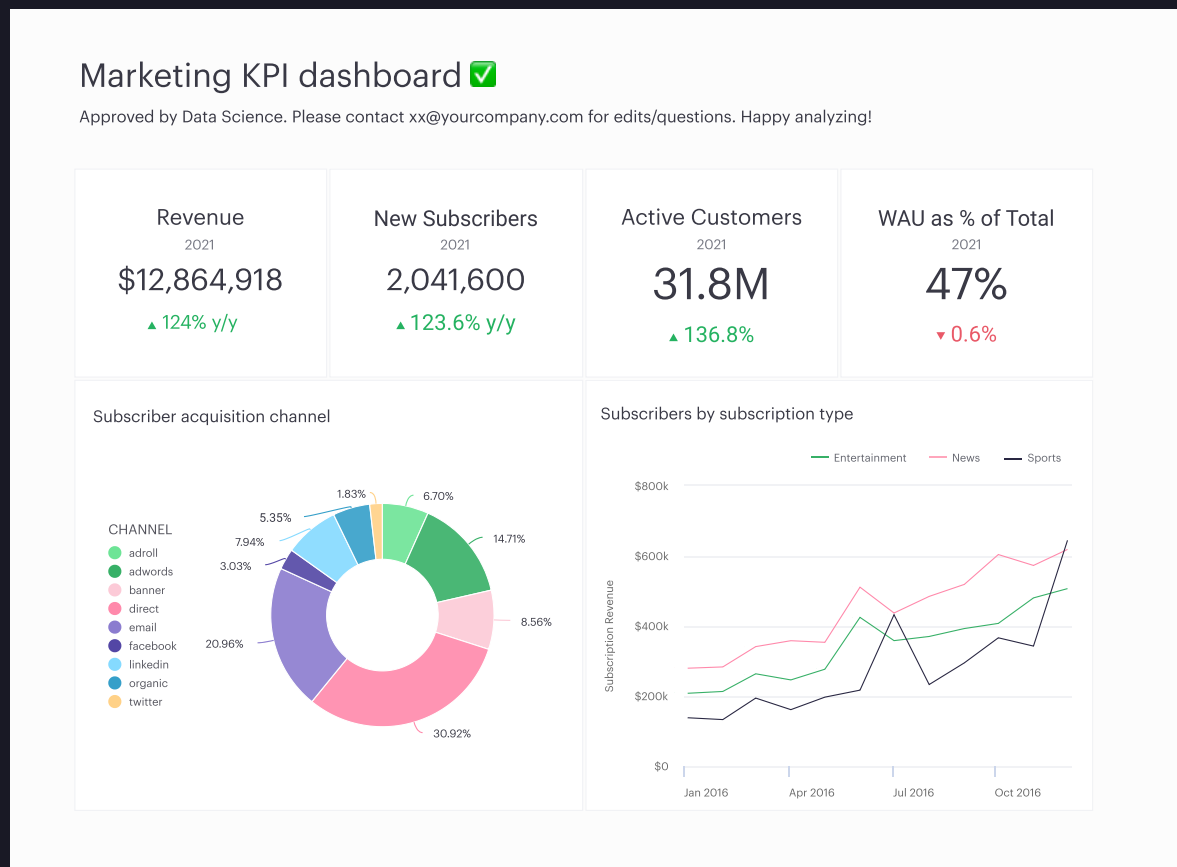## Increase marketing ROI with better resource allocation

Data teams using Mode have a direct impact on marketing ROI. Mode makes it possible for teams to quickly and effectively explore cost per conversion and conversion rate by channel, measure funnel velocity by segment, examine CPA by channel and segment, and understand the results of A/B tests they've run. And when marketing teams have access to ongoing, actionable analytics, they can trim under-performing programs and reallocate budget toward higher-performing channels. They can also make the case for additional marketing budget based on their success.

The flexibility and speed that Mode provides in turn helps the data team improve performance internally without getting bogged down by external requests. This creates a snowball effect—more time to innovate with data means greater progress across go-to-market initiatives.

Marketing KPI dashboard—Complete funnel health

Create a full marketing KPI dashboard in Mode to show a complete picture of marketing health with data from disparate datasets. Bring in product, sales, and marketing data from different tools as shown in the below example.

Marketing KPI dashboard ✅

Approved by Data Science. Please contact xx@yourcompany.com for edits/questions. Happy analyzing!

Revenue 2021	New Subscribers 2021	Active Customers 2021	WAU as % of Total 2021
$12,864,918	2,041,600	31.8M	47%
▲ 124% y/y	▲ 123.6% y/y	▲ 136.8%	▼ 0.6%

Subscriber acquisition channel

CHANNEL
- adroll
- adwords
- banner
- direct
- email
- facebook
- linkedin
- organic
- twitter

6.70%
14.71%
8.56%
30.92%
20.96%
3.03%
7.94%
5.35%
1.83%

Subscribers by subscription type

Entertainment — News — Sports

Subscription Revenue: $800k, $600k, $400k, $200k, $0

Jan 2016   Apr 2016   Jul 2016   Oct 2016

This is a modified sample version of this report.

A single source of truth at every lifecycle stage

At Mode, we built a platform that enables the best workflows for analysts and technical leaders while letting salespeople, marketers, and customer success reps find and learn from data in ways that work best for them.

SQL editor
Query connected data sources on a collaborative SQL editor and a shared knowledge base

Helix data engine
Mode automatically streams query results into our high-performance in-memory data engine so analysts can visually explore data faster.

Notebooks
Use Python and R for advanced analysis, then instantly share your findings with the rest of the team.

Integrations
Connect warehouses, event-tracking tools, sales and marketing solutions, and more in Mode using our library of integrations.

See what Mode can do for you

Request a demo   Try for free