

These awful beasts, alone or combined, are the cause of almost all data problems

## COMPETING SYSTEMS

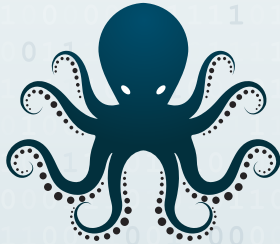
### HABITAT

Everywhere—servers, software, online...

### CONSUMES

Time, energy, tools budget—and that's when it all works

### THREAT LEVEL



Analytics, marketing automation, paid search platforms, CRMs, email... Each tool you add to your stack doesn't just add data; it tends to multiply it, as tools often measure the same actions in different ways. So choose your systems carefully and make sure they can all talk to each other.

(un) common logic

## VANITY METRICS

### HABITAT

On the surface and in the shallows

### CONSUMES

Attention, energy, and focus away from more important revenue-oriented metrics

### THREAT LEVEL



These include ad impressions, social followers, aggregate downloads, etc. At best they distract from more important metrics, and at worst they distort actual performance and hide deeper problems. Just because it can be counted doesn't mean it counts.

(un) common logic



## NO CLEAR OWNER

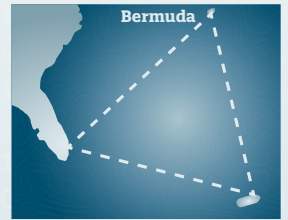
### HABITAT

Nowhere, and that's the problem

### CONSUMES

Knowledge, access, collaboration, coordination

### THREAT LEVEL



This mysterious region is the origin of many data silos: if only one or two people know all the data systems and how to access them, there's a risk of that knowledge disappearing if they leave the company. Even worse is when *no one* knows all the systems, because then data might be lost forever.

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## INCOMPLETE KNOWLEDGE

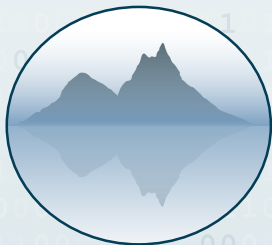
### HABITAT

In silos or distributed among teams

### CONSUMES

A full, useful picture of marketing data and insight

### THREAT LEVEL



Every data system behaves differently: defining, tracking, reporting, even exporting metrics. Each team member must understand these functions for each data system—including how to use it most efficiently, what its limits are, and how to break it, because that *will* happen.

(un) common logic

## NON-DATA CULTURE

### HABITAT

Far too many companies

### CONSUMES

Everything in its path: time, efficiency, insight, revenue...

### THREAT LEVEL



The languages and customs of data must be consistent within the company, so everyone understands what data means—not just the numbers, but their strategic importance as well. A data-driven culture promotes greater understanding, better decision-making, and higher returns.

(un) common logic

## JUST PLAIN BAD DATA

### HABITAT

You never know until it's found you

### CONSUMES

Time, confidence in planning, even company security

### THREAT LEVEL



- ⚓ Incomplete data—gaps in tracking
- ⚓ "Dirty" data—no validation or ability to validate
- ⚓ Duplicate data—no way to find or separate duplicates from multiple platforms
- ⚓ Missing data—not tracking important metrics

(un) common logic