



# NAVIGATOR

## Data & analytics strategy for the enterprise: insights-driven marketing with speed & scale.

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Cardinal Path helps enterprises carry out one of the most important and difficult tasks in today's marketing environment: define, map, and create a strategic vision for data and analytics success. By bringing people together from all across the organization, we facilitate the discussions needed to understand your organization's goals holistically, chart the marketing technology landscape, define strategic priorities, and create both short and long term roadmaps that pave the way to achieving your marketing analytics goals. With participation from across your various brands, regions, and functional groups, you'll be building the momentum you need to stand up a business culture that competes and wins on data.

### Approach

Our Cardinal Path Navigator sessions, led by our senior, award-winning digital marketing and data analytics thought leaders, brings together the key stakeholders across your organization for a game-changing session that will:

- Establish how you currently use data & analytics across various functional groups, identifying successes, needs, and data requirements
- Inventory and document the various tools and technologies that make up your current marketing technology stack
- Map out your top priorities and recommended initiatives by functional area - with details around costs, efforts, and dependencies - over 6 and 18 month roadmaps

"Cardinal Path's onsite session helped us connect the dots across many departments. It was the first step in helping us understand how to create a structured digital path for the entire organization."

- Brad Robertson, SVP Marketing, MyWebGrocer

This strategic consultation is designed to accelerate data-driven digital marketing achievements for organizations that are challenged with:

- The complexity of today's data & analytics functions
- Multiple stakeholders with complex and often differing business requirements
- Legacy and ungoverned tools, systems, and technologies
- Disorganized, silo'd, or inaccessible data
- Formal governance and strategy with respect to marketing data & analytics
- Unclear objectives, scope and processes around activating data

Navigator sessions include:

- Business review
- Reporting needs assessment
- Data activation / utilization assessment
- Technology stack review, documentation, and gap analysis
- Data sources and high level architecture review
- Team and process assessment

"Cardinal Path delivered a detailed roadmap we've used to make significant gains in our digital strategy over the past year. We got an objective, holistic view of our existing data systems and processes and a list of priorities representing all stakeholders. This has propelled us forward as an organization."

-Head of Ecommerce, Fortune 500 global retailer

## Get started!

Cardinal Path is committed to helping you realize your organization's potential. Let us act as your trusted advisor and help you begin to unlock the true value of your data.

**Contact us today:**

**480.285.1622**

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**Workshop outcomes include:**

- High-level marketing technology stack documentation, including various data architecture diagrams that identify components, applications, relationships, and more
- 6-month/18-month marketing data & analytics roadmap, complete with details around prioritized initiatives and estimated costs & effort
- Next steps and execution

**As applicable, we may also deliver:**

- Proposed operational model encompassing governance, digital marketing, ecommerce, reporting & insights, and data management, as applicable
- High-level requirements documentation
- Business cases to support executive approvals needed for project advancement
- Summary of identified performance indicators and critical competencies enabled

**Optional add-ons:**

- Technology / vendor selection
- KPI / measurement frameworks
- Governance / responsibility matrix workshop
- Digital analytics maturity workshop
- Analytics / technology audits
- Data architecture
- Business case / proof-of-concept creation
- Cardinal Path Training

Cardinal Path is a premier digital data analytics firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.