



Cardinal Path On-site Strategy Sessions



No matter what you're selling or who you're selling it to, the path to purchase goes through digital. Digital is now core to the business, and data is the new currency of success. If you're like most organizations, you recognize this need to become data-driven and leverage analytics for competitive advantage - but with all the tools, technologies, components, and acronyms swarming you, it's hard to move forward with confidence.

“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

The Cardinal Path Workshop Approach

Understanding the current digital state and level of organizational maturity is the first step to defining where you want to go.

Many organizations generate plenty of data as the digital exhaust of myriads of campaigns and initiatives. It's trusting and using that data that becomes a challenge.

Cardinal Path's senior-most advisors can help you assess your current situation across the various needs and stakeholders in your organization and –using a proven strategic framework– design a plan that will get you on track to achieving high-impact goals that not only demonstrate the value of digital, but drive business decisions across the enterprise.

Our fully customized, two-day on-site strategy session brings your key business group leadership together with thought leaders that live and breathe digital and have thousands of successful digital engagements under their belts for a thought provoking, game-changing session.

Cardinal Path's award-winning digital marketing and data analytics experts can help you define your strategy and create a roadmap to your next level of success.

Hone in on key areas:

Business review: Investigate your organization's technology, business, and strategic layers of data and analytics systems, initiatives, and components. Build an initial strategic framework for working through roadmaps and objectives.

Technology stack review: With the myriad technology offerings that currently make up the industry, it's easy to get lost. Evaluate your current systems, tools, and processes to identify what technologies are in place, what is being contemplated or in the process of being put in place, and what overlap, holes or gaps can be addressed.

Current digital marketing efforts review: Examine search strategy, database marketing efforts, data management platforms & customer data integrations, remarketing, display / programmatic, offline initiatives, and the general performance measurement / attribution / marketing mix decision-making processes.

Reporting needs assessment: Discover what data, reports, dashboards, and analyses are needed – and at what frequencies – to make the right business decisions at the right times. Identify and map data sources and explore a variety of existing and potential reporting formats and distribution channels.

Data sources audit: Review existing marketing, web, mobile web, app, database, back office and customer data sets, integrations within and across systems and tools, and focus in on efforts including

personalization / customization, audience creation & targeting, segmentation, value tiering, customer lifetime value, media mix and attribution, and future marketing efforts / website features that may take advantage of these.

Resources and needs assessment: Evaluate your organization's high value initiatives and the available internal / agency / third party / budgetary resources and constraints that can help guide strengths, opportunities for improvement, and next steps and prioritization of efforts.

Let's get started!

Give us a call today and start charting your course to digital triumphs. Tell us more about your unique organization and its challenges, and let's outline the process that will get your team aligned and on a path to true competitive advantage in the digital age.

The senior Cardinal Path partners who conduct our workshops are recognized industry thought leaders, authors, university professors, and above all, award-winning practitioners. It's this experience and expertise that will help to shape YOUR plan.

Contact us today:

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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. Named **Most Influential Agency/Vendor of the Year** by the Digital Analytics Association in 2015, Cardinal Path is known for its industry leadership and for tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity. With dedicated teams of award-winning analysts, statisticians, data scientists, 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.