How To Get Wider Visibility Across Your Funnel

1. **Nail the Basics**
   Check out articles like this to make sure your campaigns are in tip-top condition.

2. **Use UTM Parameters**
   We know your email tool automatically appends them, but make sure you use them for other channels too.

3. **Check Chat**
   Make sure you followed installation instructions to avoid triggering ad blockers.

4. **Install a Web Tracker**
   Whether you use us, 6sense, or open-source, get a web tracker ASAP.

5. **Don’t Over Correct**
   When we hear about privacy measures, the temptation to gate our content is stronger than ever. Fight the impulse.

6. **Leverage an Intent Provider**
   Intent helps plug some of the “dark funnel” holes in our visibility, so why not use the data?
Never Forget

If you want to understand what is working and what isn’t in marketing, you need to invest in the people and tools to tell your data story.

For more on how to put these practices into action, get the guide.