How To Get Wider Visibility Across Your Funnel

Nail the Basics

Check out articles like this to make sure your campaigns are in tip-top condition.

1

Use UTM Parameters

We know your email tool automatically appends them, but make sure you use them for other channels too.

2

Check Chat

Make sure you followed installation instructions to avoid triggering ad blockers.

3

Install a Web Tracker

Whether you use us, 6sense, or open-source, get a web tracker ASAP.

4

Don't Over Correct

When we hear about privacy measures, the temptation to gate our content is stronger than ever. Fight the impulse.

5

Leverage an Intent Provider

Intent helps plug some of the "dark funnel" holes in our visibility, so why not use the data?

6

Avoid Unpairing Your CRM & MAP

Data storage is expensive. But think through what you'll be losing if you delete data from your platforms.

7

Ask Your Prospects Where They Heard About You

We know it's a little old school, but we used to do this for a reason. Sometimes just asking a question is the easiest way to get the answer.

8

Test Then Invest

Have a hard-to-track tactic you want to try? Start by targeting a very specific segment or region and then measuring whether there was any lift in pipeline or revenue in the corresponding segment. If so, you can be more confident about green-lighting a bigger investment.

9

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.