



Whitepaper

Turning Customer Data Into a Predictable Growth Engine



The Hidden Cost of Fragmented Customer Data

- ▶ Today's enterprises generate massive volumes of customer data - from web behavior, CRM records, campaign engagement, offline touchpoints, and purchase histories. According to The CMO Survey, nearly 90% of organizations report using data for decision making, yet only 25% are confident they are using the right data effectively.
- ▶ The problem is not lack of data - it's fragmented and siloed data that fails to drive action. Classic reporting shows activity but not the real signals that predict revenue outcomes. The shift from "data chaos" to "data engine" is not just tactical; it's organizational and operational.



The Challenge

Fragmented Data Sources

▶ Data lives in:

- Web analytics (Google Analytics, Adobe)
- CRM (Salesforce, Dynamics)
- Marketing automation (HubSpot, Marketo, Pardot)
- Paid media platforms (LinkedIn, Google Ads)
- Offline channels and sales interactions

This makes unified reporting nearly impossible without deep integration.

▶ Activity-Driven Reporting:

Many dashboards focus on activity metrics (visits, clicks, opens), not business outcomes such as marketing-qualified leads (MQLs), sales-qualified leads (SQLs), or pipeline contribution.

▶ Delayed Visibility:

Monthly or weekly reporting is too slow. By the time performance is reviewed, opportunities to optimize campaigns or journeys have passed.

▶ No One Owns the Data Lifecycle:

When data is scattered across tools and teams, no one owns the process end-to-end - leading to finger-pointing rather than continuous improvement.

▶ McKinsey research confirms this gap:

organizations that effectively operationalize marketing data perform significantly better in revenue and ROI outcomes versus peers who do not.



The Solution - NVISH Approach

NVISH transforms data from a reporting artifact into a core growth operating capability.

The NVISH approach includes:

▶ **Unified Data Infrastructure:**

NVISH integrates data across platforms - CRM, web analytics, automation, ads, and sales systems - into a cohesive intelligence layer. This creates a single version of truth for customer behavior.

▶ **Business Outcome Metrics:**

We shift focus from surface KPIs to business outcomes:

- MQL→SQL conversion rate
- Lead velocity
- Cost per quality lead
- Pipeline contribution

These metrics align data to revenue goals.

▶ **Operational Dashboards:**

Instead of static reports, NVISH builds actionable dashboards that highlight:

- Signals that require immediate action
- Trends that predict future performance
- Optimization opportunities

▶ **Embedded Decision Workflows:**

Data becomes part of daily execution, not retrospective review. Rules and alerts guide teams to act faster and smarter.



Why Data Operationalization Works

The 2024 CMO Survey found organizations that operationalize data across teams are significantly more likely to:

- ▶ Meet revenue goals
- ▶ Reduce cost per acquisition
- ▶ Improve customer engagement

They also report higher confidence in their marketing investments.

- ▶ **Here's why:**
 - Continuous insight leads to continuous improvement.
 - Integrated data reduces blind spots.
 - Operational ownership creates focus and accountability.



Strengths & Outcomes

With the NVISH operating model, organizations realize:

- ▶ Predictable performance
- ▶ Faster optimization cycles
- ▶ Improved lead quality
- ▶ More efficient spend allocation
- ▶ Reduced manual reporting overhead

Case outcomes NVISH has delivered include:

- ▶ 40%+ increase in MQL→SQL conversion
- ▶ 25–30% reduction in cost per lead
- ▶ Measurable pipeline contribution growth

These align with industry research showing data-driven marketing improves ROI.



Conclusion & Next Steps

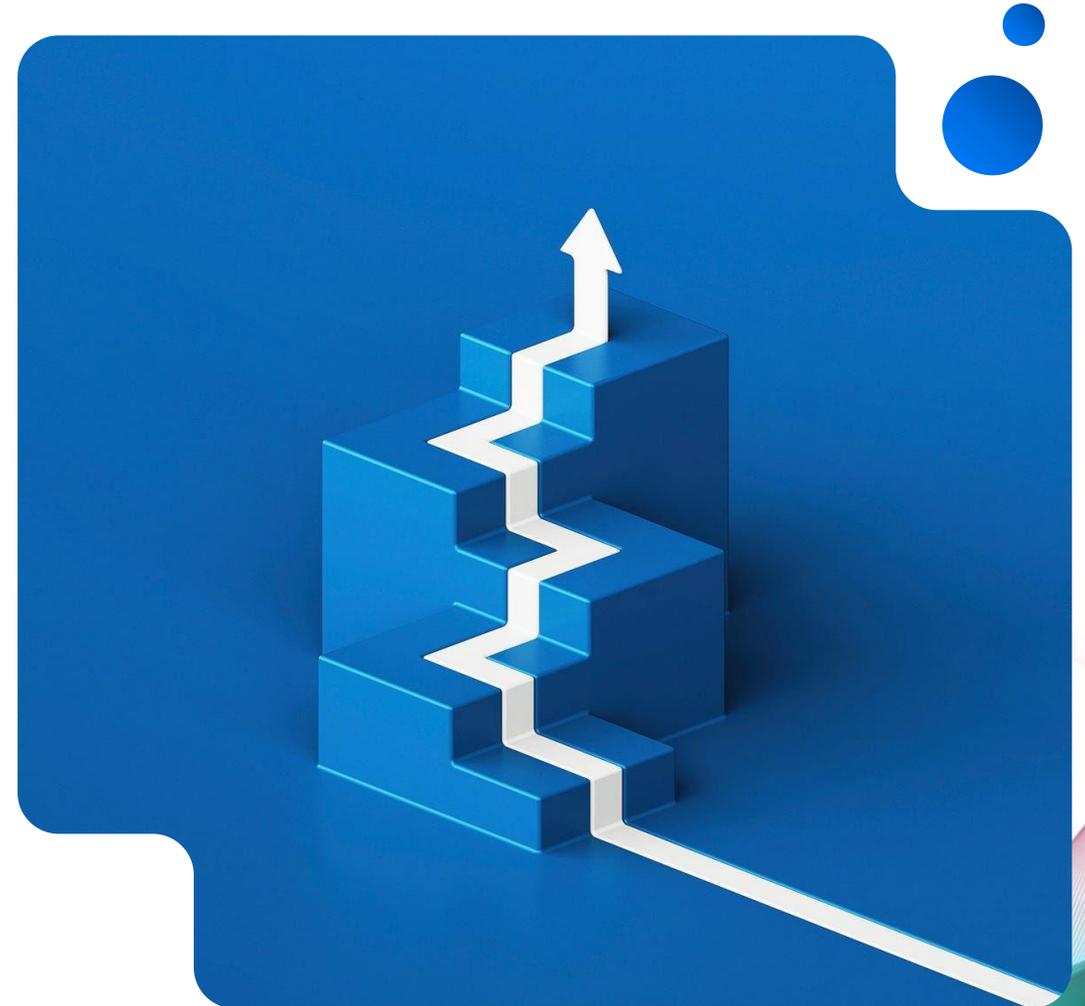
Customer data only becomes a growth engine when it fuels decision making, not just dashboards. NVISH unlocks that engine by connecting data, aligning it to outcomes, and embedding insight into workflow.

► Next Steps:

- Data Operating Model Assessment
- Unified Data Integration Roadmap
- Pilot Deployment & Optimization Cycle

► References:

- The CMO Survey, Fall 2024 Highlights
- McKinsey & Company, “Unlocking the Next Frontier of Personalized Marketing”
- The CMO Survey, Data Confidence Metrics
- Aberdeen Group, “Data-Driven Marketing Benchmark Report”



Thank You



Connect With Us: www.metasysinc.com | www.nvish.com | sales@nvish.com