

Marketing Operations Scorecard

The scorecard below is an evaluation of the marketing operations role at B2B companies. An average score is between 20-30, and an advanced marketing operations specialist would score upwards of 50-60. Choose all that apply, unless otherwise noted. How do you stack up?

MARTECH

1	Web analytics platform
1	Blogging platform
1	Marketing automation
1	Ad network platform analytics
1	Optimization technologies
2	Data enrichment technologies
1	Single-touch attribution
2	Advanced, multi-touch attribution
2	Account-based marketing technologies
3	Predictive technologies

INTEGRATIONS

1	Marketing automation → CRM
2	Ad network platforms → CRM
2	Account-based marketing technologies → CRM
2	Data enrichment technologies → CRM / attribution solution
3	Attribution solution → CRM
2	Ad network platforms → attribution solution
2	Optimization technologies → attribution solution
3	Offline channels → attribution solution

DATA

1	Workflow configuration
3	Lead-to-account mapping
2	Data hygiene / deduping

ATTRIBUTION SOLUTION

2	Anonymous first-touch tracking
1	Lead touch tracking
2	Opportunity touch tracking
2	Closed-won touch tracking
3	Tracking of all middle touchpoints between journey stages
2	Attribution data organized by account in the CRM

ATTRIBUTION MODEL *(choose the highest scoring model that applies)*

1	Single-touch attribution model
2	U-shaped, multi-touch attribution model
3	W-shaped, multi-touch attribution model
4	Full-path, multi-touch attribution model
5	Custom, multi-touch attribution model

METRICS - *(choose all that your martech stack can measure or derive)*

1	Inquiry to MQL conversion rate
1	MQL to SAL / SQL conversion rate
1	SAL / SQL to opportunity conversion rate
1	Opportunity to closed-won conversion rate
1	Cost per lead
1	Cost per MQL & SAL / SQL
1	Cost per acquisition
3	Capable of calculating any/all of the following metrics: Revenue by keyword Opps by channel Lead by web source MQLs by landing page

TOTAL POINTS POSSIBLE: 65

SCORE: _____