

LEAD^{US}

Checklist

MarTech Audit

Are you getting full value from your marketing technology investment?

Use this quick checklist to spot where performance gaps or hidden potential might be costing you ROI.



Platform Utilization

62%

of marketers report they use only 50-75% of the features in their martech stacks.



Have you activated all the advanced features you're paying for (AI, A/B testing, workflows, or dynamic content)?



Are there features that remain unused because of lack of integration or training?



Does your team know how to measure feature performance or ROI?

Data Integrity

44% *of an existing marketing stack often goes unused.*



Is your customer data clean, standardized, and deduplicated?



Are naming conventions and folder structures consistent across platforms?



Do you trust the data driving your automation and reporting?

Integration Health

18%

of B2B marketers say their automation is integrated with a customer data platform.



Are your CRM, analytics, and automation tools fully connected and syncing properly?



Do your integrations support seamless handoffs between marketing and sales?



Are manual workarounds creating unnecessary friction or data silos?

Automation & Workflows

96%

of organizations say modifying or rebuilding automated workflows is a challenge due to changing business requirements.



Are workflows documented and optimized or simply “set it and forget it”?



Do triggers still align with your buyer journey and updated campaign logic?



Are you automating tasks that free up your team to focus on strategy?

Reporting & Visibility

15%

of companies achieve high performance in their marketing objectives.



Can you clearly see which campaigns drive revenue?



Do dashboards reflect accurate, unified data across all platforms?



Is leadership aligned on which KPIs actually matter?

Bonus Check

80% *of features in typical
software go unused.*



When was your last full Martech Audit?

If it's been more than 12 months, there's likely untapped potential sitting in your stack.

Website:
leadous.com

Email Address:
info@leadous.com

LEADUS

Thank You
