

# Successful Data-Driven Marketing Setup checklist



- Appropriate **ECOMMERCE ANALYTICS** setup
- URL TAGGING CONSISTENCY** across all channels
- Strategy on **DATA (CONVERSION) POINTS** for tracking
- Professional **TAG MANAGEMENT**
- CHANNEL GROUPING** and monitoring
- Control over **MARKETING TECHNOLOGY STACK**
- OPERATIVE ANALYTICS / ACTION TEAM**

## You're all set!