How Cognism use Funnel

[00:00:00] As a marketer, you might have found yourself struggling to understand how your different channels like Facebook, LinkedIn, or Google are performing in comparison to each other. And you might have had a load of tabs open or you might have had to create complicated spreadsheets just to be able to do this.

At Cognism, we avoid this by using a platform called Funnel. Funnel is a marketing data hub that takes all of our marketing data and puts it in one place. And this means that we can combine data from across all of our marketing activity in order to understand what campaigns are driving the most value and why. Funnel helps us to automate the collection and the analysis of data by having direct connections to the data visualization and analytics platforms like Google Looker Studio or Google Sheets.

And this means that we can always have the most up to date data in our dashboards and reports, enabling teams to make the best data driven decisions for our campaigns. funnel's also super easy to use. You don't need any ETL expertise in order to use funnel, so it's really helped to improve the self-serve capabilities of our marketing team as well.[00:01:00]

So to summarize, funnel makes accessing, analyzing and actioning insights from our marketing data incredibly easy and provides super reliable data. So we know we're making the right decisions at the right time too.