



Email Open Rate

Aim to match and exceed your industry's average.

Email Frequency

Aim to not email contacts more than 11 times/month.

Email Performance

Database Health

Contact Acquisition Aim to grow your database by over 5% every month.

Reachable Contacts Aim to be able to email at least 95% of your database.

Active Contacts

Aim to engage at least 60% of your reachable database.

Sales & Marketing Enablement

Database Reach

Aim to send communication to at least 60% of your total database.

ABM Functionalities

Aim to implement Company from IP, DMP Lookalikes, Account Segmentation, and / or Contact-to-Account Linkage

Lead Scoring

Aim for external (predictive) lead scoring or customize the out-of-the-box feature

CRM Integration

Aim for a custom integration between your platform and CRM.

Cleansing & Enrichment

Performance &

Administration

Aim to implement automated database maintenance processes.

Feature Adoption

First Party Cookies

Aim to implement more 1st party cookies than 3rd party cookies.

Opt-in Consent Tracking

Aim to add consent tracking modes on all your pages.

Third Party Apps

Aim to seek out and adopt the most relevant third party apps.