

If it takes

10+ people

to buy...

...how many does it take

to stay?

The B2B data reality check

500–1,000+

potential data points per deal

And that's just acquisition.

Post-sale, multiply it again:

- Onboarding milestones
- Product usage patterns
- Support interactions
- Health scores
- Expansion signals
- Churn risk indicators

Who you need to track — before and after the sale

THE BUYING GROUP

10+ people in the buying group

16 interactions per person

5 vendors evaluated

10 months of activity

79% require CFO sign-off

THE RETENTION GROUP

End users Different from the buyers

Internal champion Owns the relationship

Finance Tracking ROI, approving renewal

IT / Ops Integration, security, support

Exec sponsor Surfaces at renewal or escalation

New joiners Never heard of you

Source: 6sense, Demandbase 2025

The Reality Check

50%+

of new ARR comes from existing customers

(top-performing SaaS companies)

45%

Only 45% of B2B marketers feel confident connecting data across platforms

65%

65% run hybrid strategies their measurement tools weren't built for

And leadership still asks: **“What's the ROI of that campaign?”**

THE FRAMEWORK

Does your data tell you what you actually need to know?

A framework for mapping data signals, system connectivity and KPI relevance across your entire buyer journey.



Two Questions That Matter

1

CONNECTIVITY

How well do your systems talk to each other?

2

KPI RELEVANCE

Does the data you have actually matter for the decisions you make?

8 Journey Stages

Each with different data, systems and owners

PRE-PURCHASE

1 Awareness

2 Consideration

3 Evaluation

4 Purchase

POST-PURCHASE

5 Onboarding

6 First 3 months

7 First 12 months

8 Renewal

At each stage, you need to know:

- What data is captured?
- Which systems hold it?
- Who owns it?

Pre-Purchase

What data do you have and where is it held?

1

Awareness

Share of voice, social interactions, website metrics, search activity

SYSTEMS

Social, web analytics, demand tools

OWNER

Marketing

2

Consideration

Email engagement, downloads, content views, chatbot queries

SYSTEMS

CRM, CMS, marketing automation

OWNER

Marketing & Operations

3

Evaluation

Demo usage, pipeline potential, product selection data

SYSTEMS

CRM, demo systems, sales outreach

OWNER

Marketing, Sales & Product

4

Purchase

Contract value, product price, renewal terms, support package

SYSTEMS

CRM, Finance

OWNER

All + Finance & Support

Post-Purchase

Where retention and expansion live or die

5

Onboarding

User data capture and engagement. Initial product logins and use

SYSTEMS

Product platform, CS & Support

OWNER

Marketing, Product & CS

6

First 3 months

Product utilisation, education engagement, support interactions

SYSTEMS

Product platform, product tracking, CS & Support

OWNER

Marketing, Product, CS & Support

7

First 12 months

Ongoing product metrics, support usage, outstanding case volume

SYSTEMS

Product, CS, Support, CRM

OWNER

Finance, AM, CS & Support

8

Renewal

Win/loss, upsell/downsize, cross-sell opportunities

SYSTEMS

CRM, Finance

OWNER

Finance, AM & CS

The Data Infrastructure Matrix

Score each stage on connectivity and KPI relevance

High KPI
relevance

BUILD CONNECTIVITY

High KPI relevance but poor integration.
Invest in connections.

PRIORITISE

Strong connectivity and high KPI relevance.
Your data foundations.

Low KPI
relevance

REASSESS

Low on both? Review strategy or realign
metrics.

OPTIMISE TRACKING

Good connectivity but low KPI relevance.
Refine what you measure.

← Low connectivity

High connectivity →

Get clarity and maintain consistency with a framework that grows with you

- ✓ Map your data signals across all 8 stages
- ✓ Score connectivity and KPI relevance
- ✓ Identify your biggest blind spots
- ✓ Know what decisions your data can support
- ✓ Get a clear action priority list

No new tools. Just clarity.

DM me for more information on Fractional Marketing Operations support