



The marketing audit checks how well budget is allocated across channels and funnel stages, and to what extent each channel utilises various techniques to drive results, both within specific channels as well as marketing engine at large.

Marketing audit

SERVICE OUTLINE

Analysis of channels, metrics and campaign strategies

Review of budget allocation and attribution model

Review of creative components

Checkup of pixels and conversion tracking

Review of automations and tool recommendation

Additional consultation

	ESSENTIAL 2 WEEKS	COMPLETE 3 WEEKS
Analysis of channels, metrics and campaign strategies	✓	✓
Review of budget allocation and attribution model	✓	✓
Review of creative components	✗	✓
Checkup of pixels and conversion tracking	✓	✓
Review of automations and tool recommendation	✗	✓
Additional consultation	✗	✓