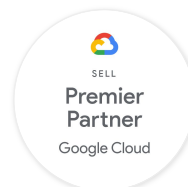
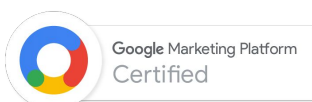




TRKKN Whitepaper 2026

Beyond Fragmented Data

A Leader's Guide to Measuring Marketing Impact With Google Cloud





A New Mandate for Measurement in the AI Era

Digital Maturity in Marketing – the Status Quo

The journey toward data maturity offers vast potential for marketing leaders. With AI-powered insights and connected data, businesses can now turn every interaction into a measurable impact. Yet, many are still in the early stages of unlocking this potential. The shift to new analytics platforms presents not just a technical upgrade, but an opportunity to enhance marketing effectiveness - transforming fragmented data into unified intelligence and linking every pound or euro of spend to real business growth.

- 8%

Change in the average level of marketing maturity among organizations between 2021 and 2024¹

+ 60%

The revenue growth advantage of digitally mature organizations over underperformers²

Meanwhile, the technology bar is being raised at an accelerating pace. As a recent study by BCG and Google highlights, data-driven marketing is evolving so quickly that the average level of marketing maturity actually **fell by 8% between 2021 and 2024**¹. Conversely, the leaders who have embraced this change are reaping significant rewards. In the past 12 months, these mature organizations have achieved **60% greater revenue growth**² and are adapting to consumer trends **twice as fast** as their peers³.

This whitepaper provides a strategic blueprint for leaders who are ready to evolve their measurement capabilities from descriptive reporting to predictive, profit-driving action. We will focus specifically on **marketing effectiveness**, guiding you through three core pillars:

 <p>01</p> <p>THE FOUNDATION - P. 3</p> <p>Building a Single Source of Truth</p>	 <p>02</p> <p>THE FRAMEWORK - P. 4</p> <p>Measuring True Incremental Impact</p>	 <p>03</p> <p>HOLISTIC ANALYSIS - P. 5</p> <p>Driving Performance With End-to-End Journey Insights</p>
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By embracing a cloud-first approach, businesses can finally solve the critical challenges they face: ensuring trustworthy data in a privacy-first world, breaking down the "data islands" that prevent a holistic view of performance, and making insights truly actionable. **Read on to discover the blueprint and our recommendations ([P. 6](#)).**

1. [BCG. Accelerating AI-Driven Marketing Maturity. Scarpa, Leon & Pérez Moiño. Apr 5, 2024. Accessed Sept 12, 2025.](#)

2. [BCG. The Blueprint for AI-Powered Marketing. Rodenhause et al., Dec 13, 2024. Accessed Sept 23, 2025.](#)

3. Ibid.



01. The Foundation: Building a Single Source of Truth

THE CHALLENGE

Today's marketer no longer has to accept fragmented data as an industry norm. While data still sits across advertising platforms, CRMs, and e-commerce systems, AI and modern technology now make it possible to connect these sources into a unified, durable framework. Instead of silos limiting visibility, businesses can now link attribution with LTV, align reporting directly to commercial goals, and build a consistent source of truth for decision-making.

The real opportunity for leaders is, therefore, no longer in diagnosing data silos and fragmentation, but in embracing the tools that enable an interconnected and sustainable data framework — and in putting the right strategies and solutions in place to activate it.

THE SOLUTION

The first step on the journey towards full data visibility (and AI maturity) is creating a centralised, scalable, and secure repository for all your data. The TRKKN blueprint starts with **Google BigQuery**, a serverless, multi-cloud data warehouse that is an ideal foundation for your single source of truth.

Unify Every Touchpoint

The process begins by consolidating all marketing and business data sources **into a single, holistic view**. Native integrations seamlessly connect Google sources like Google Analytics and Google Marketing Platform to BigQuery. For external systems like Salesforce or SAP, pre-built connectors and templates accelerate unification, allowing you to create a complete view of business outcomes without building complex data pipelines from scratch.

Break Down Cloud Silos

In a multi-cloud reality, data is rarely in one place. BigQuery Omni allows you to analyse data directly where it lives across Google Cloud, AWS, and Azure, without costly and complex data migration. This provides a single pane of glass for analytics and governance while your data remains secure in its existing environment.

AUTOMATED & SCALABLE TRKKN SOLUTIONS

At TRKKN, we build robust ETL (Extract, Transform, Load) pipelines using powerful orchestration tools like Cloud Composer and Dataform. These automated workflows are the engine of your measurement framework, continuously cleaning, structuring, and preparing data for analysis. The result is a constant stream of fresh, reliable information available without manual intervention.

To accelerate this journey, we also simplify the complex initial data extraction. By leveraging platforms such as Supermetrics and its library of pre-built connectors, we bypass bespoke development and dramatically reduce the time-to-value. This integrated approach means your organisation gains access to a fully managed, scalable data foundation faster, turning insights into action sooner.

TRKKN SUCCESS STORIES



29% Lower CPL for Hyundai

Hyundai had plenty of data but couldn't connect web analytics with lead and sales insights. By integrating these sources in BigQuery and applying ML models, TRKKN, created advanced customer segments that helped cut cost per lead by 29%. [Learn more](#)



02. The Framework: Measuring True Incremental Impact

THE CHALLENGE

With a solid data foundation in place, the next challenge is to move beyond simplistic, last-click attribution. To gain a competitive edge, it is essential to understand the true, incremental impact of your marketing efforts.

THE SOLUTION

A Modern Marketing Effectiveness Framework

Data unified in Google Cloud via BigQuery enables the construction of a sophisticated measurement framework that layers various techniques to provide a complete picture of media effectiveness. A range of methodologies can be deployed, tailored to specific business questions.

Marketing Mix Modelling (MMM)

For a strategic, top-down view of performance, MMM remains essential — and today it's more accurate and actionable than ever. Google's open-source solution, Meridian, brings advancements to the MMM approach, providing real benefits to brands.

What sets Meridian apart is its unique ability to get into the granular, digital detail. It is powered by cloud computing and built on TensorFlow technology, meaning it can handle large data sets. Google also provides detailed data across its own channels, such as Google Query Volume (GQV), which shows indexed total organic searches for a brand and category over time, in addition to impressions and views split by device type and tactic, plus reach and frequency data for YouTube. Meridian isn't restricted to Google platforms, so other channels can be included at the same level of granularity, alongside external factors such as price, promotions, economy, and seasonality data. This all leads to smarter investment decisions and the ability to optimize budgets at both holistic and tactical levels.

As Google's most advanced Meridian measurement partner in the UK, we help brands operationalise this capability — from data integration and modelling to translating results into optimised budget allocation and long-term growth strategies.

Causal Impact Analysis

For retrospective analysis, Causal Impact is a powerful statistical method. It uses a Bayesian time-series model to create a "counterfactual" forecast — a prediction of what would have happened without a specific marketing intervention. By comparing this forecast to the actual results, the true causal effect of an event can be estimated, providing a statistically robust view of its impact.

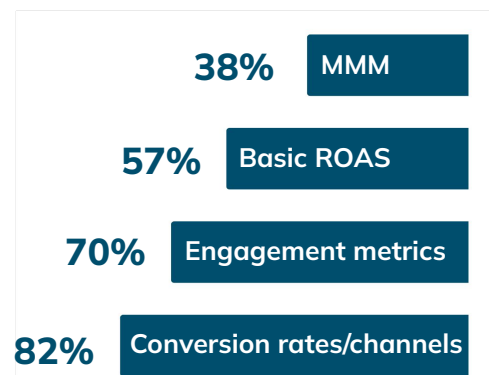
TRKKN WEBINARS



Watch our "Mastering In-house Marketing Effectiveness Measurement" Webinar Series. [Watch on YouTube ↗](#)

TRKKN MEASUREMENT INSIGHTS

TRKKN's Digital Strategy Compass Survey of 138 companies across EMEA found that, in 2025, only 38% of marketers leveraged advanced ROAS analysis with MMM.



How do you measure the success of your marketing strategy? (DSC 2025 ↗)



03. Holistic Analysis: From Touchpoints to the Full Customer Journey

THE CHALLENGE

Even with advanced models, measurement can still be disconnected. Understanding the ROI of a channel is one thing; understanding how customers interact with every touchpoint along their path to conversion is another. The final mandate of a modern measurement framework is to connect the dots and analyze the entire customer journey holistically.

THE SOLUTION

Unlocking Deeper Insights from Unified Data

A single source of truth in Google Cloud is more than a data repository; it's a powerful analytical engine that unlocks deeper measurement capabilities.

Custom Attribution & Touchpoint Analysis

Unified data enables moving beyond the limitations of standard attribution models. With all touchpoint data in one place, custom, data-driven attribution models can be built to assign credit more accurately across the entire marketing mix. This allows us to understand the true impact of each channel and campaign, from the first impression to the final conversion.

Advanced Customer Segmentation

Simple demographic or RFM (Recency, Frequency, Monetary) segments can be transcended. A unified data hub allows for sophisticated, behaviour-based segmentation using Machine Learning. Distinct customer personas are identified based on their actual interactions across all touchpoints, enabling an understanding of not just *who* customers are but *how* they behave and what drives their decisions.

Holistic Customer Journey Analysis

TRKKN helps customers to map the end-to-end customer journey and user experience across all platforms. By stitching together data from websites, apps, CRMs, and ad platforms, the most common conversion paths can be identified, points of friction in the user experience can be uncovered, and opportunities to optimize the journey for the most valuable customer segments can be discovered.

TRKKN SUCCESS STORIES



22% Uplift in Revenue for L'tur

The travel operator faced the challenge of understanding profit drivers beyond last-click attribution. A custom, data-driven attribution model was developed in BigQuery, which highlighted the true impact of the upper-funnel channels and led to a **22% uplift in revenue** and a **12% increase in budget efficiency**. [Learn more ↗](#)



23% higher ROAS for DeFacto

For the fashion retailer, the challenge was to re-engage at-risk customers and drive higher purchase value. By integrating online and offline data into a unified cloud foundation, it became possible to implement predictive customer lifetime value (pCLV) segmentation. This allowed for targeted upsell and retention campaigns that outperformed the control group, delivering a **23% higher return on ad spend (ROAS)** and a **31% uplift in store visits**. [Learn more ↗](#)



04. Recommendations



BUILD THE CLOUD FOUNDATION

Conduct a Data Maturity Audit: The first step is to assess the current data infrastructure to identify gaps, silos, and opportunities for unification.

Establish a Cloud Data Hub: The next step involves consolidating key data sources (GA4, CRM, Ads) into a Google BigQuery project to create a single source of truth.



DEPLOY ADVANCED MEASUREMENT

Define Key Effectiveness Questions: It is critical to identify the measurement questions that need to be answered. The focus may be on proving incremental lift or understanding the optimal channel mix.

Explore the Data: Analysis of unified data can help understand the key behaviours and signals that correlate with desired outcomes.



PUT INSIGHTS TO WORK

Start with a Proof of Concept: A single, high-impact use case should be selected to prove the value of the data framework. A perfect starting point is a solution like iBQML (Instant BigQuery ML), which can instantly build a pipeline to train a predictive model and push valuable audience insights directly into GA4.

Create a Roadmap for Activation: The insights from the measurement framework should be used to inform smarter marketing strategies, such as activating high-value audiences for more precise targeting and implementing Value-based Bidding to focus spend on high-value customers.

Build Your Data Foundation With TRKKN

This whitepaper provides the blueprint — our Cloud Discovery Workshop helps you apply it to your business. In this discovery session, we'll align on your goals and explore how Google Cloud can transform your measurement framework into a true optimization engine. The workshop builds a tangible business case and turns data theory into a customised roadmap.



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TRKKN is a full-service provider of Analytics, Marketing, Cloud & AI Technology, and Digital Experience Optimization. As one of the leading Google Marketing Platform Sales Partners and Google Cloud Premier Partners, TRKKN enables businesses to drive business outcomes through AI-powered digital transformation and marketing technology. Operating in multiple locations worldwide, TRKKN supports leading brands across industries in leveraging the Google tech stack and beyond to advance digital maturity in an AI-driven and privacy-centric world.

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Disclaimer: This whitepaper is for informational purposes only and does not constitute legal or professional advice. Implementation of any mentioned solution and related strategies should be assessed based on your business needs and compliance requirements.

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