

# The 11 False Beliefs Ruining Your Marketing Data

For years, marketers have taken the bait and fallen into these beliefs – traps that keep them from successfully gathering accurate, enriched, and reliable marketing data.

Use this guide to understand, identify, and address these beliefs in your organization. Then join the podcast at [ListenLayer.com/pod](https://listenlayer.com/pod) to learn how others overcome these challenges.

## False Belief #1: The "Free" Fallacy

Free solutions dominate marketing analytics. And while free solutions can work, they have psychologically driven marketing leaders to devalue the benefit of budgeting for a strong measurement strategy. The data you generate is precious, don't underestimate what it takes to collect and use it correctly.

## False Belief #2: Set It & Forget It

How long has it been since you checked your analytics? Is it generating reliable data that you can trust? Do you have monitoring rules to know when something breaks? For so many marketing teams, measurement begins and ends with script placement. Yet, experienced measurement professionals know that things change and break all the time. If you "set it and forget it," you will regret it...

## False Belief #3: Zero Accountability

So, who owns your measurement strategy and implementation? Most teams "use" their analytics, and no one "owns" it. Or the person that set it up left two years ago, and no one knows how it works. Perhaps your agency manages it to the extent that it supports its programs. If you've fallen for False Belief #1 or #2, you're likely also fighting this one. It's time to establish and document accountability.

## False Belief #4: Cookie Confusion

Like most marketers, you probably think cookies are going away, and you'd be wrong. Cookies are NOT going away... third-party cookies are going away to limit non-transparent data sharing across websites. As a marketer, focus on developing a first-party data strategy that complies with regional consent laws. And while some browsers limit first-party cookies, you can still measure activity for insights when done correctly.

## False Belief #5: The Afterthought

Some excellent analytics tools allow you to collect "everything" and analyze it later, giving you the excuse of considering your measurement strategy an afterthought. But there's a problem... they don't always work, especially when your design layer changes. These tools are helpful and might have a place in your tech stack, but they should not replace the need to develop and maintain a proactive measurement strategy.

## False Belief #6: "Thank You Page" Trap

Stop using thank you pages to track your critical conversion goals. "Thank you" pages are inaccurate in so many ways. Simply put: viewing a page is not the same as taking the action that got you to that page. "Thank you" pages are a workaround marketers developed to track their conversions because doing it correctly required programmers. Now, you can use Listeners to track actual actions instead of relying on outdated workarounds.

## False Belief #7: GTM Will Save the Day!

Google Tag Manager is a fantastic tool, and you should be using it! But stop believing that GTM is the solution to every measurement challenge. Just because anyone can add tags to your website does not mean they know how to do it correctly. If anything, GTM enables many people to take actions they do not understand, implement things incorrectly, and create the false impression that something is working when it is not.

## False Belief #8: Server-side Superhero

If you're struggling with any false beliefs above, it's probably time to put the breaks on your server-side implementation. The benefits of server-side tracking are real, but if your measurement strategy isn't budgeted, planned, owned, and documented, then implementing server-side tracking will only take your existing mess and make it worse.

## **False Belief #9: Dashboard Delusion**

Buying a license to Tableau or PowerBI (or using Data Studio) is not a replacement for your measurement and analytics strategy. Dashboards create the false impression of accuracy and reliability when they often mask issues with the underlying data. A dashboard is nothing more than a rigid, limited view of data sets – many people that build them don't know if the underlying data set is collected or stored accurately. You're likely gaining false insights if you can't verify your dashboard data against underlying events from your website or application.

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## **False Belief #10: Ownership is Overrated**

Your data is not free, and you should own it! Your efforts and investment generate the data – it's valuable and belongs to you. As you develop your consent-ready, first-party data strategy, start understanding how you can create and maintain ownership of your data instead of relying on free solutions that take ownership and grant you access.

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## **False Belief #11: PII is Evil**

So many marketers believe that Personally Identifiable Information (PII) is evil and should be avoided like the plague. Organizations adopt company-wide policies banning the use of this data out of fear and misunderstanding. Since when are we not allowed to know who our customers are? It is possible to abuse PII, and it must be guarded. But it's time to stop assuming that all PII is evil. You can collect and utilize PII within your measurement, analytics, and marketing strategies. It's time to understand how to do this correctly while safeguarding the data.

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