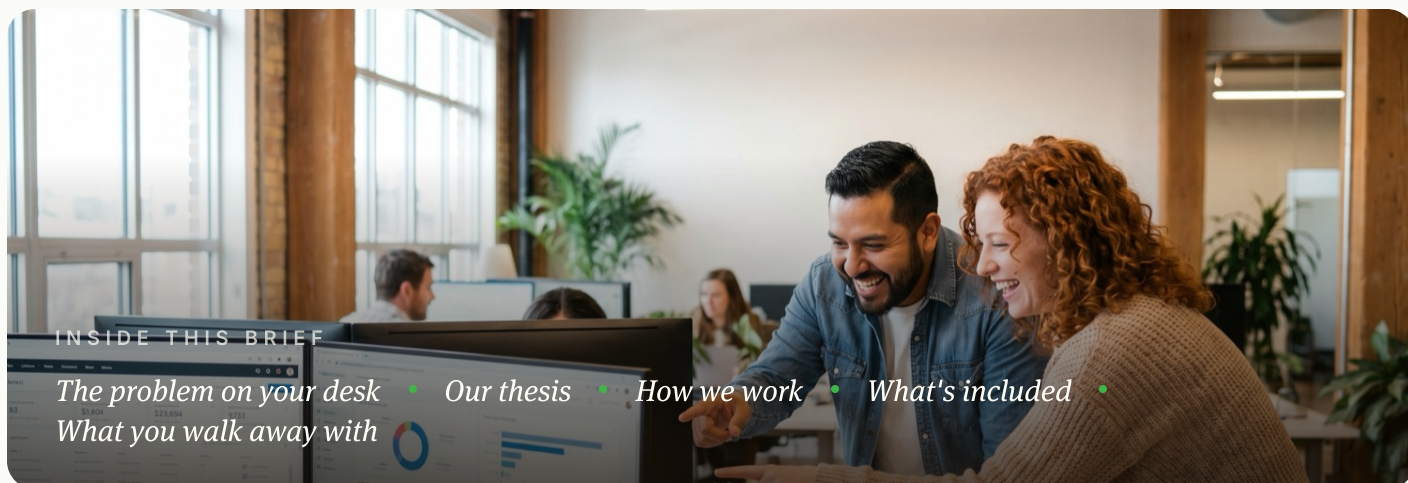


● MARKETING TECHNOLOGY CONSULTING

MAP Audit & Optimization.

Find the friction quietly draining your platform's time and ROI, and clear it.



INSIDE THIS BRIEF

The problem on your desk
What you walk away with

• Our thesis

• How we work

• What's included

MAP Audit & *Optimization*.

A senior-led audit and optimization engagement for your marketing automation platform. For B2B teams done fighting their tech stack instead of growing with it.

THE PROBLEM ON YOUR DESK

Your marketing automation platform should be your most powerful asset, not your biggest bottleneck. Most tech stacks eventually hit a wall: inefficient workflows, messy data, and broken integrations. That friction does not just slow teams down, it stalls revenue. The cost is real, even when nobody can name where it lives.

OUR THESIS

Is your platform working for you, *or are you working for it?*

Our audit methodology

01 · A STRUCTURED PATH TO PLATFORM EXCELLENCE

01

Discovery and deep-dive analysis

We align on your KPIs, then run a comprehensive technical review of your campaigns, integrations, and automation logic.

02

Strategic findings

We present prioritized recommendations and a roadmap for immediate optimization, with every issue ranked by impact.

03

Enablement and support

We do not just hand over a PDF. Our practitioners work alongside your team to make the changes stick.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ A technical integrity review of debt and risks
- ✓ A performance pulse on current workflow health
- ✓ A prioritized list of quick-fix optimizations
- ✓ Strategic alignment of platform behavior to KPIs
- ✓ Rebuilt workflows for speed and scale
- ✓ A hands-on roadmap and team enablement

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

01

Stop *the revenue leak*.

02

Unify *your go-to-market*.

03

Reclaim *your team's bandwidth*.

04

A platform *you stop fighting*.

“

We finally know what our platform is doing, and why.

VP MARKETING OPERATIONS · B2B ENTERPRISE

Stop fighting *your tech stack*.

Book a MAP health check to find the friction draining your ROI.

Book a session →

demandspring.com/contact