# MOZART DATA

Optimizing RevOps with Stronger Data Practices

It's challenging to align multiple teams on strategies needed to improve customer acquisition, retention, and satisfaction. You need to have a strong understanding of different business units so you can bring that context to the data to ask the right questions in the right way.

Whether RevOps is working with a dedicated data team or owning data at your company, the following tips will help you get more from your data and drive revenue.
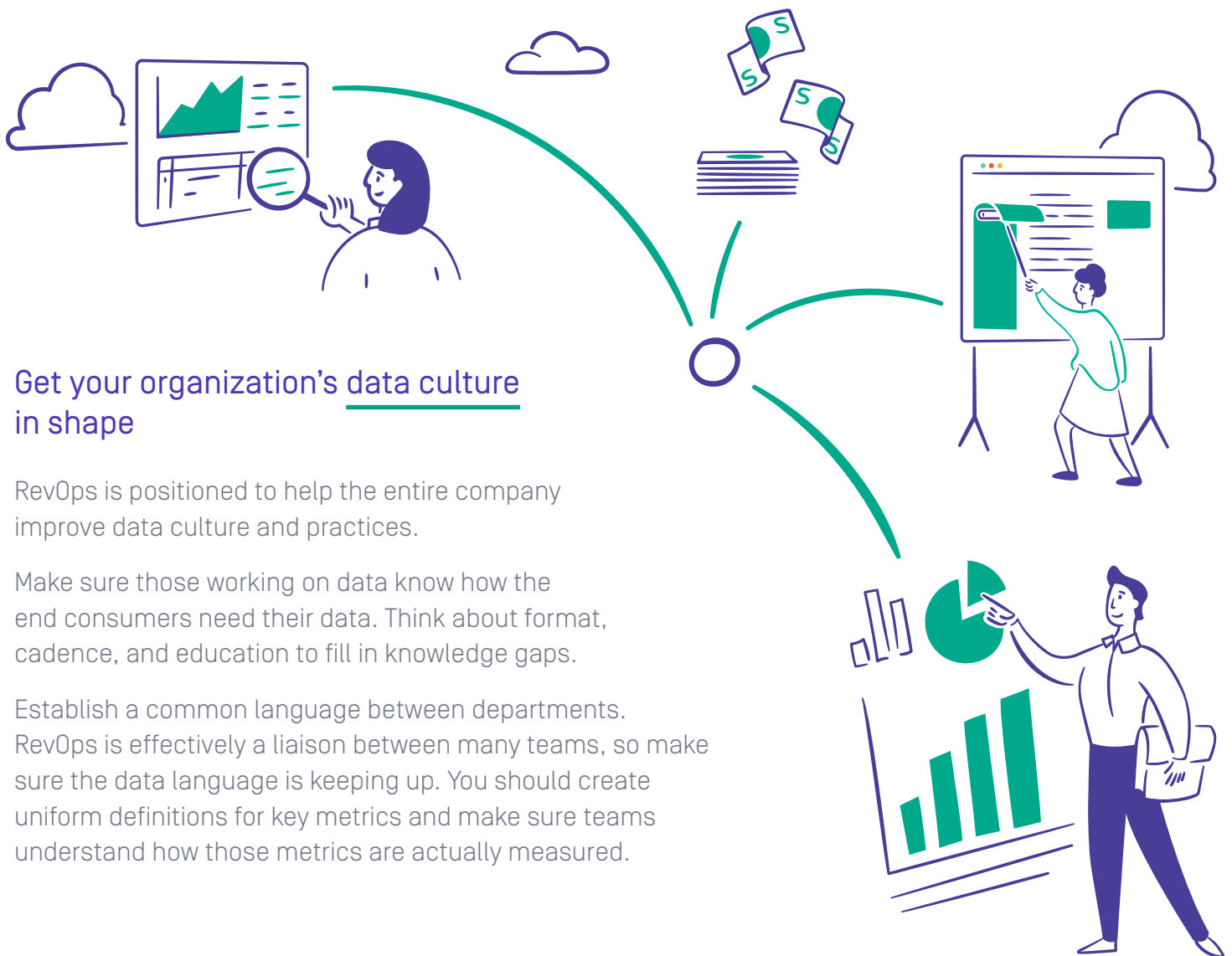
Get your organization's data culture in shape

RevOps is positioned to help the entire company improve data culture and practices.

Make sure those working on data know how the end consumers need their data. Think about format, cadence, and education to fill in knowledge gaps.

Establish a common language between departments. RevOps is effectively a liaison between many teams, so make sure the data language is keeping up. You should create uniform definitions for key metrics and make sure teams understand how those metrics are actually measured.

Bring your RevOps perspective to data

RevOps teams are at their most useful when they're bringing their real-world business context to the data. There are likely a number of projects that spring to mind for your specific company and goals, but the following are great ways for you to inform these strategies.

Bring marketing and product data together

Consider a company who offers free trials and paid versions of their products or services. When someone signs up for a trial, that event is captured. Look at the actions taken after trial sign-up by users that do and do not become paying customers.

Once you understand these behaviors, you can work with marketing to influence these users. The data will reveal whether they need education on use-cases of the product, help getting to the next steps, etc. With this knowledge you can enable near real-time reactions to conveniently provide the users with the missing information they need.
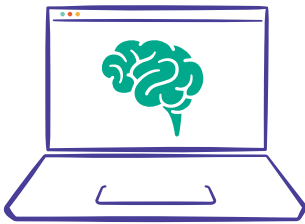
Get the most from machine learning

If your team hasn't started to experiment with machine learning (ML), you might be surprised to see how many applications there are. A great example is optimizing keyword prediction to serve better Google Ads that drive higher intent leads.

With Google Click ID (GCLID) data, an ML tool can analyze the campaign and other attributes associated with clicks on your ads. But machine learning fails when abstract business ideas can't be turned into mathematical values. A person who understands the context is needed to look at the patterns your ML tool is identifying to determine the "why?" behind them.

Any other data project with a focus on prediction benefits from your RevOps perspective in the room.

Create a self-serve data culture

Creating buy-in is necessary for a revenue-oriented company culture. Take the momentum you've built with data projects that better analyze your customer base and customer activity and teach teams how to leap into data-driven operations themselves.

- Demonstrate your data "wins" and incentivize teams to trust your data process and eventually get more hands-on.
- Educate teams on how to ask better questions.
- Help teams build the skills to work with data in a BI tool, so they don't have to rely on RevOps or a dedicated data team to answer every question.