SageRock

CLIENT

A national manufacturer

B2B · national scale

Five sources in, one weekly read *out*

TIER 1 · SOURCES

client anonymized at their request

CRM
Salesforce
Campaigns & members flow in.
● CRM sync
FEEDS
`sf_campaigns`
143 · 16,941

EMAIL
Email Marketing
~88,800 contacts · 33 campaigns.
● Send + events
FEEDS
`contacts · sends`
opens · clicks

PAID SEARCH
Google Ads
Paid search & video.
● Daily sync
FEEDS
`ad_spend`
spend · conversions

PAID SOCIAL
LinkedIn Ads
B2B lead-gen campaigns.
● CSV + API
FEEDS
`li_campaigns`
leads · CTR

WEB ANALYTICS
Matomo
Traffic across several sites.
● Live API
FEEDS
`visits · goals`
sessions

INGESTED INTO

TIER 2 · SYSTEM OF RECORD
Unified marketing data store

READ-ONLY

TIER 3 · ASSISTANT
Athena
`athena@ask.sagerock.com`

Reads across all five sources and emails the team one plain-English note every Monday; never changes the source systems.

WHAT ATHENA READS

- `spend · conversions` ← Google Ads
- `email engagement` ← Email Marketing
- `pipeline / campaigns` ← Salesforce
- `B2B leads` ← LinkedIn Ads
- `web traffic` ← Matomo

WEEKLY EMAIL · TO THE TEAM

Marketing team
Athena writes; a person reads. It never changes the ad accounts.