

GTM Governance Score

⌚ approx. 15 min

Module: GTM as a CRO Accelerator

Type: worksheet

Task: Rate your GTM setup in the categories Speed (1 - 5), Quality Review (1 - 5), and Documentation (1 - 5). Note the lowest score and one concrete action you can take to improve it.

Work areas

- ☐ Rate your GTM setup in the categories Speed (1 - 5), Quality Review (1 - 5), and Documentation (1 - 5). Note the lowest score and one concrete action you can take to improve it.

1. How long does it currently take us to get a new event live?

2. Who on our team is responsible for quality assurance of new tags?

3. Which tool integration would we have needed faster over the last six months?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.