

• 2026 ENTERPRISE BUYER'S GUIDE

# Stop Duct-Taping Your Marketing Data Stack.

A no-spin comparison for Marketing Ops leaders, Analytics Directors, and CMOs actively evaluating what comes after Supermetrics.

- ✓ Side-by-side feature scorecard — connectors, data governance, warehouse-native, AI, and support
- ✓ Real migration timelines & cost benchmarks — from teams who've made the switch
- ✓ 6 Supermetrics pain points that show up at scale — and what solves each one
- ✓ Peer quotes from Analytics leaders at Booyah Advertising, ASUS, Eicoff & more



**Tyler Corcoran**  
Marketing Analytics Manager · Booyah Advertising

"We trust the data. If anything is wrong, it's how someone is viewing it — not the data itself. It's **99.9% accurate.**"



**Quinny Li**  
Director of Analytics · Booyah Advertising

"After the first few calls with Improvado, we knew we'd made our decision. We looked at Supermetrics. **Improvado won.**"



**Bill Urciuoli**  
SVP Analytics & Innovation · Eicoff

"Some tools looked affordable annually, but required so much customization they ended up **costing more.**"

**500+**

DATA CONNECTORS

**90 hrs**

SAVED / WEEK (ASUS)

**99.9%**

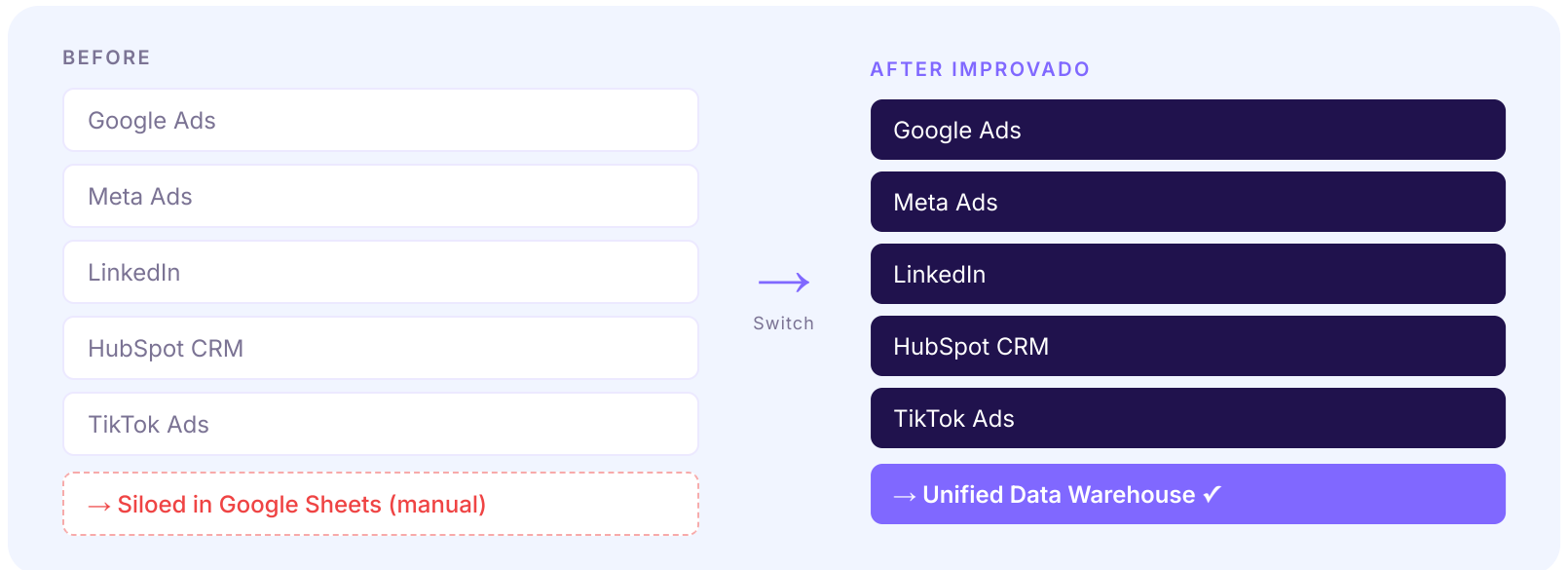
DATA ACCURACY

READ TIME  
**~12 minutes**

## THE CONTEXT

# Why You're Reading This

You're not here by accident. These are the three signals enterprise marketing teams feel before evaluating alternatives to their current stack.



### Your team is drowning in manual reporting

Hours spent copy-pasting data across sheets, platforms, and dashboards. Your analysts are data janitors, not strategists. Every Monday report is a fire drill — and every stakeholder gets a slightly different number.



### You've outgrown spreadsheet-based pipelines

Supermetrics gets data out. It doesn't make sense of it. You're pulling from 10+ sources into Sheets that break when someone changes a formula. Your data warehouse is a dream deferred — and your BI tool is only as good as the broken ETL feeding it.



### Your attribution model is guesswork

You can see what each channel spent. You can't see what each channel earned. Without a unified attribution layer, you're optimizing budgets based on last-click data in siloed dashboards — and likely over-investing in the wrong channels.



### You need to justify the switch to stakeholders

You need ROI data, peer validation, and a clear migration story. Finance wants cost justification. Engineering wants minimal lift. And you need a platform that can go live in 6 weeks, not 6 months, with a vendor who handles the heavy lifting.

*We looked into Funnel, Supermetrics, and others. After the first few calls with Improvado, we knew we'd made our decision. Their team demonstrated a deep understanding of our challenges.*

— Quinny Li, Director of Analytics · [Booyah Advertising](#)

## PLATFORM POSITIONING

# Who Each Tool Is Built For

Supermetrics and Improvado solve fundamentally different problems for fundamentally different teams. Understanding the distinction is the first step in making the right decision.

**SUPERMETRICS**

## The Solo Analyst

- Small agency or solo analyst
- 3-5 data sources
- Reporting in Google Sheets
- <\$200K ad spend
- DIY everything downstream

*Best when: quick data pulls, simple weekly reports, limited budget.*

**IMPROVADO**

## The Enterprise Team

- 20-500+ person marketing org
- 10-100+ data sources
- Data warehouse + BI tools
- \$1M+ ad spend managed
- Dedicated CSM & support

*Best when: multi-source attribution, governed metrics, cross-team analytics.*

DIMENSION	SUPERMETRICS	IMPROVADO
Best for	SMBs, agencies, solo analysts	Mid-market to enterprise marketing orgs
Team size	1-20	20-500+
Technical need	Low	Medium (managed by vendor)
Primary use case	Quick data pulls to Google Sheets	End-to-end marketing intelligence
Data destinations	5	15+
Integrations	130+	500+
ETL / transformation	DIY or third-party	Built-in, managed by Improvado
Governance & attribution	Not included	Native semantic layer + multi-touch

**BOTTOM LINE**

If you're running **\$500K+ in ad spend** across 5+ platforms, Supermetrics is a connector. Improvado is the intelligence layer your team actually needs.

EVALUATION FRAMEWORK

# The 6 Criteria Enterprise Buyers Evaluate

Based on what Marketing Ops leaders, Directors of Analytics, and CMOs score platforms on during real RFP evaluations. Rated 1–10 based on capability depth.

Supermetrics **Improvado**

**Data pipeline reliability & scale** Supermetrics — 4/10 **Improvado — 9/10**

Improvado handles petabyte-scale ingestion with 99.9% uptime SLAs and automatic schema adaptation. Supermetrics frequently errors past 5M rows, requires manual refreshes, and has no built-in warehouse write layer.

**Number & depth of integrations** Supermetrics — 6/10 **Improvado — 9/10**

500+ vs 130+ connectors — and Improvado connectors include transformation logic, not just raw data extraction. Each connector is maintained by Improvado's team, so API updates never break your pipeline.

**Data transformation & governance** Supermetrics — 2/10 **Improvado — 9/10**

Improvado's no-code recipe system replaces full ETL engineering. Marketing teams can build transformation logic without SQL. Definitions are enforced across all dashboards — Finance and Marketing always see the same numbers.

**Attribution & AI capabilities** Supermetrics — 2/10 **Improvado — 9/10**

Multi-touch attribution and AI-powered spend recommendations are native to Improvado. Supermetrics requires a separate attribution tool and separate contract — adding cost and creating another data silo to reconcile.

**Security & compliance** Supermetrics — 7/10 **Improvado — 9/10**

Both platforms are SOC 2 Type II compliant. Improvado additionally supports GDPR, HIPAA, role-based access control, audit logging, and data residency requirements — critical for enterprise procurement and legal review.

**Support & onboarding** Supermetrics — 3/10 **Improvado — 10/10**

Improvado provides a dedicated named CSM and implementation team included in every enterprise contract. Supermetrics relies on a self-serve knowledge base and ticket-based support with no guaranteed response SLA.

*Supermetrics scores competitively on security and entry-level integrations. The gap widens sharply on transformation, governance, and AI — exactly where enterprise teams need the most support.*

## PLATFORM CAPABILITIES

# Feature-by-Feature Scorecard

Factual capability comparison across the dimensions that matter at enterprise scale. **Improvado wins 13 of 14 categories.**

CAPABILITY	SUPERMETRICS	IMPROVADO
Connectors	130+	500+
Data warehouse destinations	5	15+
Automated data transformation	~ Limited	Full
Data harmonization / normalization	X	✓
No-code ETL	~ Limited	✓
AI-powered insights	X	✓
Multi-touch attribution	X	✓
Custom API connections	X	✓
Role-based access control	~ Limited	✓
SOC 2 compliance	✓	✓
GDPR / HIPAA compliance	X	✓
Dedicated support & CSM	X	✓
Historical data migration	X	✓
Embedded dashboards	X	✓

<b>13/14</b> Categories where Improvado wins or ties	<b>0</b> Categories where Supermetrics leads	<b>4.5★</b> G2 rating across 500+ enterprise reviews
---	---	---

## HONEST ASSESSMENT

# Where Supermetrics Breaks at Scale

Supermetrics is a well-built tool — for a specific job. These are the three inflection points where growing marketing organizations hit a wall.

**BREAKING POINT: RAW DATA PUSHED INTO SHEETS**

## Data Volume

At scale, Google Sheets becomes a liability. Formula errors, row limits, and slow refreshes mean your dashboard is always slightly wrong.

→ **Result:** *inconsistent reports, manual reconciliation, stakeholder distrust*

**HOW IMPROVADO FIXES THIS:**

Improvado ingests directly into a governed data warehouse — BigQuery, Snowflake, Redshift, or your existing stack. No Sheets, no row limits, no schema drift. Data lands clean, typed, and deduplicated on every run.

**BREAKING POINT: NO CENTRALIZED DATA DEFINITIONS**

## Governance Gap

Without a shared semantic layer, every team defines metrics differently. Finance's 'revenue' ≠ Marketing's 'revenue'. Board decks become exercises in damage control.

→ **Result:** *metric misalignment, repeated QA cycles, analyst burnout*

**HOW IMPROVADO FIXES THIS:**

Improvado's semantic layer enforces shared metric definitions across all teams and dashboards. Finance, Marketing, and the C-suite see identical numbers — because they're pulling from one governed source, not five different spreadsheet versions.

**BREAKING POINT: YOU STILL HAVE TO BUILD THE REST YOURSELF**

## Stack Bloat

Supermetrics extracts. It doesn't transform, model, or attribute. You still need a BI tool, a transformation layer, a clean-up script, and someone to maintain it all.

→ **Result:** *3–5 tool dependencies, hidden costs, fragile pipelines*

**HOW IMPROVADO FIXES THIS:**

Improvado is the platform that replaces the stack: ETL, transformation, BI connector, attribution, and governance in one managed contract. Your engineers stop maintaining glue code. Your analysts start doing analysis.

WITH SUPERMETRICS, YOU STILL HAVE TO BUILD ALL OF THIS YOURSELF:

Transformation layer

Data normalization

BI connector

Metric definitions

Attribution model







Error alerting

PLATFORM VALUE

# What Improvado Replaces

Most enterprise teams run 5-7 point solutions to do what one platform should handle. Improvado collapses the entire stack into a single governed pipeline.

YOUR CURRENT FRAGMENTED STACK


- 
**Custom ETL Tool**  
 Hand-built connectors & scripts — breaks every time a platform updates its API \$\$\$
- 
**BI Connector Layer**  
 Middleware to push raw data to warehouses — schema mismatches happen constantly \$\$\$
- 
**Data Cleaning Tool**  
 Normalization & deduplication — manual logic that nobody fully understands \$\$\$
- 
**Attribution Platform**  
 Multi-touch & cross-channel modeling — a separate contract, separate data model \$\$\$
- 
**Reporting Dashboard**  
 Visualization & self-serve analytics — only as good as the broken pipeline feeding it \$\$\$
- 
**Data Governance Layer**  
 Metric definitions, access control, audit logs — usually an afterthought or missing \$\$\$

→  
REPLACE

**Hidden costs add up fast**  
 Multiple contracts, multiple failure points, dev time to maintain glue code. Most teams spend \$50K-\$150K/year on tooling they could eliminate with a single platform.

**5-7**  
vendor contracts

**\$50K+**  
hidden annual cost



## One unified marketing data platform

- ✓ **500+ pre-built connectors**  
Google, Meta, TikTok, Snowflake & more
- ✓ **Automated transformation**  
No-code ETL recipes, no engineering needed
- ✓ **Cross-channel attribution**  
Multi-touch modeling across every paid source
- ✓ **AI-powered insights**  
Anomaly detection and spend recommendations
- ✓ **Embedded dashboards**  
Looker, Tableau, BigQuery natively supported
- ✓ **Dedicated CSM & support**  
Named customer success manager in your contract

**1**  
vendor

**500+**  
connectors

**5-7\***  
tools replaced

**5-7**  
tools replaced

**1**  
vendor contract

Fewer vendors, fewer contracts, fewer failure points. One team that owns your entire data pipeline.

## REAL-WORLD OUTCOMES

# Three Teams. Three Transformations.

What enterprise marketing analytics actually looks like after the switch to Improvado — across agencies, in-house teams, and data-marketing partnerships.

## Performance Marketing Agency

*Challenge: 50+ client accounts, multiple platforms per client, reporting due every Monday*

Automated cross-client reporting in Looker. Zero manual pulls. One analyst manages the entire book of business. Before Improvado, two analysts worked full-time just pulling and formatting data — every client got a slightly different report because no two Sheets were maintained the same way.

80% reduction in reporting time

## In-House Enterprise Team

*Challenge: Paid, organic, email, CRM — all siloed. Attribution impossible.*

Unified attribution model across all channels in a single governed data warehouse. Media mix clarity in days, not quarters. The team moved from spreadsheet attribution to a live multi-touch model fed by a single Improvado pipeline — with Finance and Marketing finally seeing identical numbers.

90 hours/week saved on data ops

## Data + Marketing Collaboration

*Challenge: Data team owns infrastructure. Marketing needs self-serve access.*

Governed metrics layer lets marketing run their own queries without breaking anything. No more Slack messages asking for a quick data pull. Marketing now pulls their own campaign reports on demand — and the data team owns governance, not babysitting.

Full self-serve in 3 weeks post-launch

## Global Retail Brand

*Challenge: \$2B+ annual media spend, 15 markets, 8 regional analytics teams*

Single Improvado pipeline consolidates all regional data into one global data warehouse. Regional teams retain their dashboards; the global team now has unified spend visibility across all markets and currencies — without any manual reconciliation.

6-week implementation across 15 markets

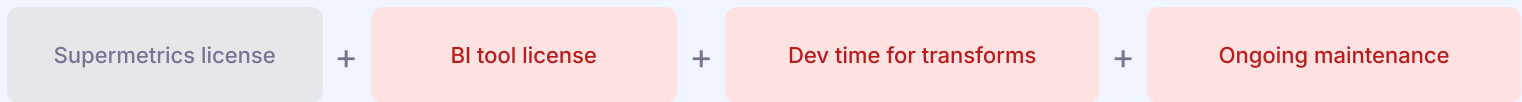
COST TRANSPARENCY

# How to Think About Pricing

License cost is the visible tip of the iceberg. The real TCO includes every tool, dev hour, and maintenance cycle required to make Supermetrics useful at scale.

DIMENSION	SUPERMETRICS	IMPROVADO
Model	Per connector / per destination tier	Volume-based, custom
Entry cost	\$29/mo	Enterprise (custom)
Hidden costs	BI tools, transformation layer, developer time	Included in platform
ROI driver	Speed of initial setup	Scale + reduced headcount dependency
Cost as you grow	Escalates per connector added	Predictable at volume

TRUE COST OF OWNERSHIP: THE SUPERMETRICS PATH



**\$29/mo**

**Visible Supermetrics cost**

Entry-level per-connector pricing that escalates sharply as you add data sources and destinations

**\$50K+**

**Hidden annual overhead**

BI tool licenses, ETL scripts, developer time for transforms, and ongoing data reconciliation

**\$0**

**Improvado hidden costs**

ETL, data warehousing, transformation, governance, and dedicated support all included in platform


WHAT YOUR IMPROVADO CONTRACT INCLUDES — AT NO EXTRA COST

- ✓ **Dedicated implementation team**  
Maps your stack, no engineering needed on your side
- ✓ **Historical data migration**  
Full backfill before go-live, continuity guaranteed
- ✓ **Ongoing CSM support**  
Named customer success manager, not a ticket queue
- ✓ **Data transformation recipes**  
Pre-built and custom logic — no SQL required
- ✓ **Predictable volume-based pricing**  
No per-connector escalation as you add sources
- ✓ **SOC 2 & GDPR compliance**  
Enterprise security baked into the platform, not an add-on

*"The real question isn't the license fee — it's what your team spends maintaining workarounds."*

ADDRESSING THE #1 OBJECTION

# Migration Is Easier Than You Think

 "Switching platforms is too risky."

MANAGED IMPLEMENTATION ROADMAP — 6 WEEKS



*"I've seen client onboardings that could have taken a month cut down to just a couple of days with Improvado."*

— SVP, Analytics & Innovation, Enterprise Media Agency

*"Everything's just set up and streamlined, and it all just works. The dashboards update automatically, and I don't even have to touch them most of the time."*

— Analyst, Independent Marketing Agency

<p><b>6 wks</b></p> <p>Avg. time to first governed dashboard</p>	<p><b>0</b></p> <p>Engineering hours required on your side</p>	<p><b>100%</b></p> <p>Historical data migrated with you</p>	<p><b>24/7</b></p> <p>Dedicated CSM support throughout</p>
--	--	---	--

MIGRATION FEARS VS. REALITY

<p><b>FEAR</b></p> <p>"We'll lose months of historical data"</p>	<p><b>REALITY</b></p> <p>Improvado migrates 100% of historical data before go-live</p>
<p><b>FEAR</b></p> <p>"Our team will need heavy technical training"</p>	<p><b>REALITY</b></p> <p>Managed onboarding — your team is trained in week 5-6 of launch</p>

WHAT'S INCLUDED AT NO EXTRA COST

- ✓ **Dedicated implementation team**  
No engineering required on your side
- ✓ **Historical data migration**  
Full backfill before go-live
- ✓ **Transformation recipe setup**  
Your logic, built by our team
- ✓ **Training & onboarding sessions**  
Your team trained by week 6
- ✓ **Ongoing CSM support**  
Named contact, not a ticket queue
- ✓ **Data continuity guaranteed**  
Zero gaps in reporting during migration

CUSTOMER VALIDATION

# What Enterprise Teams Say

Not from our marketing team — from the people who switched and didn't look back.

"We looked into Funnel, Supermetrics, and others. After the first few calls with Improvado, we knew we'd made our decision. Their team demonstrated a deep understanding of our challenges."



**Quinny Li**  
Director of Analytics · Booyah Advertising



"Reports that used to take hours now only take about 30 minutes. We're reporting for significantly more clients, even though it is only being handled by a single person."



**Shayna Tyler**  
Analyst · Signal Theory



"Improvado saves about 90 hours per week and allows us to focus on data analysis rather than routine data aggregation, normalization, and formatting."



**Jeff Lee**  
Head of Community & Digital Strategy · ASUS



"Everything's just set up and streamlined, and it all just works. The dashboards update automatically, and I don't even have to touch them most of the time."



**Matt Kim**  
Marketing Operations Manager · Enterprise Media Agency



**90**  
hours saved  
per week

"Improvado saves us approximately 90 hours per week, and allows our team to focus on insights and strategy rather than routine data work. The platform just handles everything."

— Enterprise Marketing Director, Global Retail Brand

**4.5/5**

G2 Rating

★★★★½

Based on 500+ verified user reviews across enterprise segments

**500+**

Verified Reviews

on G2

From marketing leaders at agencies, brands, and enterprise teams

**97%**

Recommend

to a colleague

Industry-leading NPS among enterprise analytics platforms

**#1**

Enterprise Rating

Mid-Market segment

Highest rated in the marketing data integration category



FIT ASSESSMENT

# Is Improvado Right for You?

Be honest with yourself. The right tool depends on where your team is today — and where it needs to go.

◆ YOU'RE A STRONG FIT IF...

- ✓ You manage \$1M+ in annual ad spend
- ✓ You pull data from 10+ sources
- ✓ Your team wastes hours/week on manual reporting
- ✓ You need cross-channel attribution
- ✓ You require enterprise security & SOC 2 compliance
- ✓ You need a dedicated implementation and support partner

SUPERMETRICS MAY BE ENOUGH IF...

- ✗ You're a solo analyst or small agency
- ✗ You only need data in Google Sheets
- ✗ You're early-stage with simple reporting needs
- ✗ You have under \$100K in annual ad spend

 <p><b>\$1M+ ad spend</b> Typical Improvado customer threshold</p>	 <p><b>10+ data sources</b> Where Supermetrics starts breaking down</p>	 <p><b>20–500 person team</b> Ideal org size for an enterprise platform</p>
---	--	--

3 QUESTIONS TO ASK YOUR TEAM BEFORE DECIDING

**01**

**How many hours/week does your team spend on data prep?**

If it's more than 10, you're burning analyst time on infrastructure, not insight. Most enterprise teams report 15–30 hours per week on manual data work before switching to Improvado.

**02**

**Can you attribute revenue across all your paid channels today?**

If not, you're making budget decisions on incomplete data — and over-investing somewhere. Cross-channel attribution requires a unified data layer that Supermetrics can't provide.

**03**

**Does everyone on your team agree on what a "conversion" means?**

Metric inconsistency across teams is the #1 sign you need a governed data layer. Improvado enforces shared definitions so Finance, Marketing, and Leadership always see the same numbers.

**70%**  
of Improvado customers migrated from Supermetrics

*"The moment your team spends more time maintaining your data pipeline than using it — that's the moment Improvado pays for itself."*

YOUR NEXT STEP

# Ready to see what enterprise marketing analytics actually looks like?

Book a 30-minute demo — we'll connect your actual data sources live. No generic slides. No pressure. A walkthrough built around your stack.

- ✓ Your actual data sources connected during the call
- ✓ A custom data model walkthrough for your use case
- ✓ Honest comparison with your current setup
- ✓ No commitment required

BOOK A DEMO

Book Your Demo →

30 minutes. No pressure.  
No sales pitch.  
No commitment.

"I've seen client onboardings that could have taken a month cut down to just a couple of days with Improvado. It changed how we think about scaling our analytics offering."

— SVP, Analytics & Innovation · Enterprise Media Agency

"Improvado saves us approximately 90 hours per week. The platform just works — our team focuses on insights and strategy, not on maintaining data pipelines."

— Head of Community & Digital Strategy · ASUS

500+

Data connectors

90hrs

Saved per week avg.

6 wks

To first live dashboard

4.5★

G2 rating, 500+ reviews



SOC 2 Certified  
Enterprise security



4.5/5 on G2  
500+ verified reviews



GDPR Compliant  
EU data protection



500+ Integrations  
Any stack, any channel