ENTERPRISE BUYER'S GUIDE · 2026

Funnel.io vs. Improvado: Which Platform Is Built for Enterprise Marketing Analytics?

A decision-maker's guide for Marketing Ops, Analytics Directors, and VPs of Marketing evaluating their next enterprise data platform.

IMPROVADO AI AGENT
Cross-Channel Performance

● Live

TOTAL SPEND	BLENDED ROAS	DATA SOURCES
$5.24M	**4.7✷**	**500+**
↑ 14% vs last period	↑ 0.6× improvement	All connected

SPEND BY CHANNEL

Meta Ads		$2.1M	**+18%**
Google Ads		$1.7M	**+12%**
LinkedIn		$640K	**+31%**
TikTok		$290K	**+44%**
Programmatic		$510K	**−3%**

AI AGENT — NATURAL LANGUAGE QUERY

"What drove our CPA spike on Meta last Tuesday?"

✓ **Answer in <10 seconds**

CPM rose +34% in 25–34 demo.
Recommended: shift $80K to Google.

✓ **99.5% of routine tasks automated**

FUNNEL.IO — SAME QUESTION

No AI capabilities.
Manual export → analyst queue.
⚠ Answer: 2–3 days

TRUSTED BY ENTERPRISE MARKETING TEAMS AT

Activision   **ASUS**   **SoftwareOne**   **Booyah Advertising**   **Nasdaq**

improvado

The $0 Problem You're Paying For

Signs you've hit the ceiling with Funnel.io

⏱️ 70% of your team's time goes to cleaning data, not using it

🔗 You can't join datasets across channels without a developer

💵 You've been burned by surprise costs from flexpoint overages

🔔 No alerts when campaigns go off the rails

🏗️ Your BI team still builds everything from scratch downstream

💡 **ANALYST INSIGHT**
70% of analytics time is wasted on data preparation industry-wide. If 2–3 of these resonate, you're not facing a tool problem — you're facing a platform ceiling.

What Enterprise Analytics Actually Requires

The five capabilities modern marketing teams can't operate without

CAPABILITY MATURITY SCALE

| Basic | Intermediate | Advanced | **Enterprise** |

> Enterprise-grade requires all 5 capabilities — not just data extraction.

CAPABILITY	FUNNEL.IO	IMPROVADO
Data extraction (500+ sources)	✅	✅
Advanced transformation & joins	❌	✅
Data governance & anomaly alerts	❌	✅
AI-powered analysis	❌	✅
Dedicated enterprise support	⚠️	✅

Head-to-Head: Feature Breakdown

The decision-maker's comparison

DIMENSION	IMPROVADO	FUNNEL.IO	WINNER
AI Features	Full AI Platform + Agent	None	✓ Improvado
Visualization	Native Dashboards + AI	Basic Dashboards	✓ Improvado
Pacing / Media Plan	Built-in module	Funnel Pacing only	Tie
Naming Convention	Standalone Module	Funnel Naming	Tie
MDG Rules	Full governance engine	None	✓ Improvado
Transformation	AI-powered + 300+ no-code	Limited UI only	✓ Improvado
Attribution	Full multi-touch models	Full multi-touch models	Tie
Pricing Model	Flat annual — predictable	Flexpoints — opaque	✓ Improvado
Support Score (G2)	9.4 / 10	9.2 / 10	✓ Improvado
Connectors	500+ on every plan	500+ (plan-gated)	✓ Improvado

📌 **Bottom line:** Funnel covers visualization and pacing — but has no AI layer and no MDG governance rules. Improvado leads on the capabilities that matter most at scale.

The Hidden Cost of "Good Enough"

What staying on Funnel costs you — and what Improvado gives back

● STAYING ON FUNNEL.IO COSTS YOU

70% of analyst time
wasted on manual data prep instead of insights

Surprise overages
Flexpoint model charges you more the bigger you grow

No cross-channel joins
Each platform lives in a silo — blending requires engineers

Zero alerting
Campaign anomalies go unnoticed until the damage is done

● IMPROVADO GIVES YOU BACK

80–100 hrs/week
back for strategic work — not data wrangling

40–65% lower
total analytics costs after switching from Funnel

All sources unified
joins, blends, and transformations — no engineer needed

250+ alert rules
pre-built governance to catch issues before they escalate

"

We looked into quite a few solutions — Funnel, TapClicks, Supermetrics. After the first few calls with Improvado, we knew we'd made our decision. Their team demonstrated a deep understanding of our challenges and a clear path to resolving them.

Quinny Li · Director of Analytics, Booyah Advertising

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Real Decisions, Real Data

What enterprise teams achieved after switching to Improvado

Activision Gaming & Entertainment

Automated reporting across global campaigns. Freed the analytics team to focus on strategy instead of data wrangling.

Waleed Noury · Lead Analytics Engineer

ASUS Global Consumer Electronics

Unified marketing data across all regions and channels. Eliminated 80–100 hours per week of manual reporting.

Global Marketing Team

SoftwareOne Enterprise Software & Services

Achieved 3× ROI from marketing analytics automation within the first year of deployment.

Marketing Operations Team

Booyah Advertising Performance Marketing Agency

Selected Improvado over Funnel, TapClicks, and Supermetrics after evaluating the full market.

Quinny Li · Director of Analytics

"We now rely fully on Improvado for multiple dashboards that we use for day-to-day marketing operations and strategy, as well as for presentations to executive leadership."

Waleed Noury · Lead Analytics Engineer, Activision

3×	80–100h	9.4
ROI from analytics automation	saved per week by ASUS	G2 Support Score

improvado

Improvado AI Agent: The Layer Funnel Doesn't Have

From raw marketing data to board-ready decisions — without touching a spreadsheet

99.5%	**<10s**	**3 min**	**30h**
of routine analytics tasks automated	to answer any ad-hoc data question	to generate a full cross-channel report	saved per analyst per week

WHAT IMPROVADO AI AGENT DOES

Natural Language Queries

Ask any marketing question in plain English. Get an explained answer — with sources — in under 10 seconds. No SQL, no analyst queue.

"What's driving CPA up on Meta this week?" → Root cause + budget recommendation in seconds

Automated Reporting & Dashboards

Describe the report you need. AI Agent builds it, populates it with live data across all connected channels, and delivers it on your cadence.

Generates dashboards and reports in under 3 minutes

Outcome Forecasting

Predicts spend efficiency and ROAS based on historical patterns and current pacing. Know where you're headed before the month ends.

Plan budget allocation with confidence — not guesswork

Competitive Benchmarking

See exactly how your campaigns perform against industry benchmarks — by channel, vertical, and spend tier.

Contextualize performance without pulling third-party reports

AI EMBEDDED ACROSS THE PLATFORM

✓ Data transformation & blending

✓ Campaign governance & rule creation

✓ Reporting configuration & delivery

✓ Insights discovery & root-cause analysis

ENTERPRISE-GRADE SECURITY

Only metadata shared with LLMs — raw data never leaves your environment. SOC 2 · ISO 27001 · GDPR · HIPAA-ready.

BY COMPARISON: FUNNEL.IO AI CAPABILITIES

✗	✗	✗	✗	✗
Natural language queries	Automated reporting	Outcome forecasting	Competitive benchmarking	Anomaly detection

Pricing: What You're Actually Comparing

Funnel's flexpoint model vs. Improvado's enterprise model

FUNNEL.IO

USAGE-BASED ANNUAL

Flexpoint model — costs scale with usage

- ✗ Flexpoint-based usage model
- ✗ Costs scale unpredictably with growth
- ✗ Connector access may vary by plan
- ✗ No enterprise SLA guarantee
- ✗ Overage charges for high-volume usage

⚠ Teams regularly report surprise bills when scaling campaigns or adding team members.

IMPROVADO

FLAT ANNUAL CONTRACT

Scoped to your objectives — not usage

- ✓ All 500+ connectors on every plan
- ✓ Unlimited accounts per source
- ✓ No surprise overage charges
- ✓ Dedicated CSM from day one
- ✓ Flat annual — predictable at any scale

✓ Pricing is scoped to your business objectives — not penalizing you for scaling.

Migration: Easier Than You Think

From Funnel to Improvado in 7 steps

01 **Consultation**
Needs assessment & data audit

02 **Proof of Concept**
Subset of sources validated

03 **Contract & Onboarding**
Team access & setup

04 **Pipeline Deployment**
All connectors live

05 **Transformation & Modeling**
Joins, blending, governance

06 **BI Enablement**
Dashboards deployed

07 **CSM + Optimization**
Dedicated success manager

TYPICAL TIMELINE

Assessment & POC	Week 1–2
Full deployment	Week 3–4
BI enablement	Week 5–6
Go-live	Week 7

🤝

Dedicated CSM From Day One

Enterprise clients get a dedicated Customer Success Manager who owns your migration, onboarding, and ongoing optimization.

Is Improvado Right for You?

Score your team's fit against the signals that matter

SIGNAL	IMPROVADO	FUNNEL.IO
Managing 10+ paid media channels	●●●●●	●●●○○
Need cross-channel attribution models	●●●●●	●●○○○
Require data governance & anomaly alerts	●●●●●	●○○○○
Want AI-driven self-service analytics	●●●●●	○○○○○
Scaling spend without growing analyst headcount	●●●●●	●○○○○
Need custom data transformations & joins	●●●●●	●●○○○
Require enterprise SLAs & dedicated support	●●●●●	●●○○○
Budget is fixed / predictable annual contract	●●●●●	●●○○○

YOU NEED IMPROVADO NOW IF...

- 🎆 Your team exports CSVs from each platform manually
- 🎆 You can't answer 'what drove CPA up last week?' without 2 days of analyst work
- 🎆 You've received surprise overage charges from your current vendor
- 🎆 You're managing 7-figure ad spend with spreadsheet-based reporting

THE VERDICT

Funnel is a good ETL tool for early-stage teams. Improvado is the platform for teams that need AI-driven analytics, governance, and scale — without growing headcount.

If you scored 4 or more signals above, it's worth a 30-minute conversation.

Book Your Demo →
improvado.io/register/talk-to-an-expert

SEE THE DIFFERENCE IN 30 MINUTES

Ready to turn marketing data into decisions — without the manual work?

✓ See Improvado mapped to your specific data sources

✓ Get a live walkthrough of AI Agent

✓ Receive a migration assessment from Funnel.io

Book Your Demo →

improvado.io/register/talk-to-an-expert

RECOGNIZED BY G2

SPRING 2025
High Performer

SPRING 2025
Easiest To Do Business With

SPRING 2025 AMERICAS
High Performer
MID-MARKET

MILESTONE
Users Love Us

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