# 4 Analytics Reporting Mistakes Marsenor Limited Says Kill Campaign Decision Speed

**The question of why marketing reporting so often fails to support the decisions it is supposed to inform is something Marsenor Limited has been examining closely.**

**Larnaca, Cyprus Nov 3, 2026 (Issuewire.com)** - This analysis comes from Marsenor Limited, a digital marketing agency that helps bring search, social, paid media, and analytics into one system that works. Four types of reporting mistakes are most commonly responsible for slowing campaign decision-making. According to Salesforce, 98% of marketers face obstacles to personalization, and the most common barrier is data fragmentation. The problem is not small teams lacking resources. Many of these companies have dashboards, attribution, and reporting systems in place, yet reporting alone is not enough for fast decision-making.

The Four Mistakes

**1. Reporting Cadence That Does Not Match Decision Cadence**

The analysis of most campaigns follows the logic of weeks and months because it is convenient to schedule and produce clean summaries. Marsenor Limited states that most campaign decisions do not follow such timeframes. Changes in budget allocation, modifications to creative, and channel redirection are made in response to performance, sometimes within just a few days. If reports are generated after decisions have been made, they reflect the results of those decisions rather than guide the decision-making process. It is necessary to agree on what needs to be decided, and how often, and then generate reports accordingly.

**2. Attribution Models That Were Configured at Setup and Never Revisited**

According to Marsenor, this is the most quietly damaging of the four mistakes because it is the hardest to detect. An attribution model set up when paid search was the dominant channel continues to give paid search first-touch credit long after social and content have become significant contributors. The numbers look coherent because they are internally consistent. But they are consistently measuring the wrong thing, and the channel investment decisions built on top of them are going in the wrong direction. Marsenor highlights that reviewing attribution models whenever a new channel is added or when significant shifts in audience behavior are observed helps prevent this gap from compounding across measurement cycles.

**3. Blended Metrics That Hide Channel-Level Behavior**

The blended conversion rate from the combination of five different channels is both true and irrelevant. According to Marsenor Limited, if a company achieves an 8% conversion rate in one channel and 1.2% in another, the average rate will fall somewhere in between, without providing any directional information. The approach applied to the study of the blended rate does not indicate how the company should give more weight to one channel and de-emphasize another, or which type of creative led to the different levels of effectiveness. The use of blended performance reporting results in the loss of channel-level information, in exchange for maintaining coherence.

**4. Insight-Free Reporting That Documents Rather Than Directs**

The fourth mistake concerns a report that explains what happened without providing directions for next steps. Marketing departments lose a lot of decision-making time in the gap between receiving the report and understanding what it means. The reason is that reports are structured so that they show data but do not suggest actions. The quickest teams have reports with clearly stated priorities. Such a report shows:

- Which channel is underperforming against its own benchmark and by how much
- The audience segment that is converting at a rate that justifies increased spend
- Any creative that has been in rotation long enough that testing a replacement is now warranted
- Attribution touchpoints that have changed in weight since the model was last reviewed

Reporting that directs takes more thought to produce, but it yields decisions rather than meetings about what the data means.

Each of these mistakes is fixable independently, but they tend to appear together because they all share the same root cause: reporting designed for documentation rather than for decision support. It is a structural problem. The fixes, taken together, point in a consistent direction:

- Align reporting cadence to decision cadence, not to calendar convenience
- Review attribution models when channels are added or audience behavior shifts
- Separate channel and segment metrics before blending them into portfolio figures
- Structure reports to surface a recommended action, not only a data summary

Marsenor tracks what is working, finds what is not, and reports it plainly. The company plans to continue publishing analysis on analytics and reporting practices in the months ahead.

**About Marsenor Limited**

Marsenor Limited is a digital marketing partner for businesses seeking to build marketing systems where channels work together rather than in parallel. The company works across content marketing, social media, paid advertising, and analytics and reporting, helping clients earn attention and build trust, turning both into consistent growth.

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Source : Marsenor Limited

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