

SELF-ASSESSMENT · 10 QUESTIONS

The Fragmentation Tax™

Score the hidden cost of disconnected vendors across strategy, paid, SEO, and CRM. Get a personalized fragmentation index in five minutes.

FORMAT

PDF Workbook

LENGTH

8 Pages

EDITION

Edition 2026.1

WHY THIS MATTERS

Fragmentation is the quiet line item on every marketing P&L.

Most enterprise and multi-location brands do not have a marketing problem. They have a coordination problem dressed up as a marketing problem.

When paid media, SEO, content, CRM, and analytics are split across four or five specialized vendors, the brief gets duplicated, the data gets fragmented, the strategy gets diluted, and the accountability disappears. Every gap between vendors is a tax — paid in slower decisions, weaker creative, wasted spend, and revenue that never compounds.

The **Fragmentation Tax™** is the cumulative cost — in time, spend efficiency, and lost revenue — of running marketing across disconnected vendors and tools. It is rarely a line item. It is almost always the largest one.

How the index works

The ten questions on the following pages each score 0 to 3 against the four dimensions where fragmentation does the most damage: **Strategy, Paid Media, SEO & Content, and CRM & Measurement**. Your total score (out of 30) places you on a four-tier Fragmentation Index, with concrete next moves for your tier.

23%AVG. SPEND WASTE AT
HIGH FRAGMENTATION**3.4x**SLOWER CAMPAIGN
LAUNCH VELOCITY**10x**AVG. CLIENT TENURE
WHEN INTEGRATED

Benchmarks drawn from marketFX engagements with enterprise, franchise, and multi-location brands, 2018–2026.

PART 1 · THE ASSESSMENT

Score each statement honestly.

Tick the response that most accurately reflects how your marketing operates today. There are no right answers — only honest ones.

Q01

How many separate marketing vendors or agencies does your business currently engage?

- One integrated partner across all channels +0
- Two — typically one for paid, one for SEO/content +1
- Three to four specialized vendors +2
- Five or more, plus freelancers and contractors +3

Q02

When a campaign underperforms, who is accountable for diagnosing the cause?

- A single strategist with cross-channel visibility +0
- Our internal marketing lead, who coordinates vendors +1
- Each vendor reports on their own channel in isolation +2
- Nobody — it usually becomes a finger-pointing exercise +3

Q03

How is performance data consolidated for executive reporting?

- One unified dashboard with revenue attribution across channels +0
- A monthly slide deck pulled together by our internal team +1
- Each vendor sends their own report; we read them separately +2
- We mostly rely on the most recent vendor update; no consolidation +3

PART 1 · THE ASSESSMENT (CONTINUED)

Q04

Do paid media, SEO, and CRM teams share a single customer audience definition?

- Yes — one ICP, one audience taxonomy, one source of truth +0
- Mostly aligned, with occasional drift +1
- Each team uses its own segments; we reconcile when asked +2
- No — every team works from a different definition +3

Q05

Who owns the brand's full-funnel growth strategy?

- A single senior strategist (internal or partner) owns the roadmap +0
- Our CMO owns it, but execution is fragmented across vendors +1
- It is split across vendors with no single owner +2
- There is no formal growth strategy — each channel runs its own plan +3

Q06

How long does it take to launch a coordinated cross-channel campaign?

- Two to three weeks from brief to live +0
- Four to six weeks, with some back-and-forth +1
- Six to eight weeks — coordination is the bottleneck +2
- Two months or more, with frequent slippage and rework +3

Q07

How often are the same creative briefs, audience definitions, or strategy documents rewritten for different vendors?

- Almost never — assets and briefs are shared once +0
- Occasionally — we duplicate for clarity +1
- Frequently — each vendor wants its own version +2
- Constantly — duplication is a fixed cost of working with us +3

PART 1 · THE ASSESSMENT (CONTINUED)

Q08

What percentage of marketing decisions can be traced back to a revenue number?

- More than 75% — almost everything maps to pipeline or sales +0
- Around 50% — paid is tracked; brand and content are softer +1
- Less than 25% — we mostly track activity metrics +2
- We do not formally tie marketing decisions to revenue +3

Q09

When the CFO asks for marketing ROI, how confident is the answer?

- Highly confident — closed-loop attribution backs it up +0
- Reasonably confident, with some caveats +1
- Not very — we triangulate from multiple sources +2
- We give a directional answer and hope the question doesn't get harder +3

Q10

Across paid, SEO, content, and CRM, how often do channels actively reinforce one another?

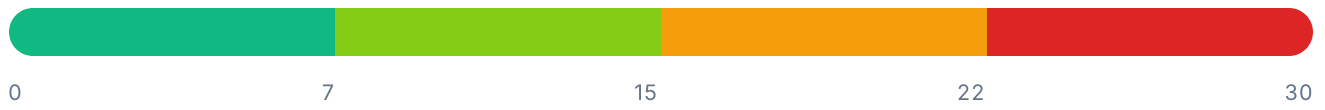
- Always — each channel is briefed against shared themes and timing +0
- Often — coordination happens at a quarterly planning level +1
- Occasionally — usually only for major launches +2
- Rarely or never — each channel runs to its own calendar +3

Tally your score. Add the values next to your selected responses (0–3 per question). Your total — between 0 and 30 — is your Fragmentation Index. Turn the page to interpret it.

PART 2 · YOUR FRAGMENTATION INDEX

Where do you land?

The Fragmentation Index runs from 0 (fully integrated) to 30 (severely fragmented). Most brands score between 12 and 22. The higher the score, the larger the hidden tax — and the larger the recoverable revenue.



<p>0-7</p> <p>Integrated</p> <p>One team, one strategy, one P&L. Spend efficiency is high; coordination cost is low. Focus on compounding.</p>	<p>8-15</p> <p>Mildly Fragmented</p> <p>Coordination still works, but seams are showing. Reporting is patched together. Decision latency is creeping in.</p>	<p>16-22</p> <p>Significantly Fragmented</p> <p>Strategy, data, and accountability are diverging. Briefs are duplicated; channels finger-point. Expect 15-25% spend drag.</p>	<p>23-30</p> <p>Severely Fragmented</p> <p>No single owner of revenue. Each vendor optimizes locally; the brand suffers globally. Restructure is overdue.</p>
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What each tier signals

Fragmentation rarely fails dramatically. It fails by attrition — slow launches, missed signals, drift between brand and performance, and quiet erosion of margin. The point of the index is not to grade you. It is to make the cost visible so you can act on it.

PART 3 · YOUR NEXT MOVE

From insight to action.

The right next move depends on where you scored. Each tier has a different first lever to pull — and pulling the wrong one (consolidating before clarifying strategy, or restructuring before measuring) often makes things worse.

If you scored 0–7 — Integrated

- Audit your highest-leverage channel against AI search visibility (GEO).
- Move from coordinated execution to compounding measurement — closed-loop attribution.
- Reinvest the coordination dividend into long-bet creative and brand.

If you scored 16–22 — Significantly Fragmented

- Run a full marketing audit before any vendor decision — diagnose, then consolidate.
- Map every tool, owner, and data flow in your stack. Find the broken handoffs.
- Move to a single strategic partner for at least the connective tissue: strategy, measurement, and CRM.

If you scored 8–15 — Mildly Fragmented

- Build one shared dashboard before consolidating any vendors.
- Re-write briefs to a single source-of-truth template across all partners.
- Assign a single human owner of cross-channel performance (internal or external).

If you scored 23–30 — Severely Fragmented

- Pause incremental vendor decisions. Restructure before re-budgeting.
- Appoint one revenue-accountable owner — internal CMO or fractional partner.
- Collapse the stack: one strategy, one dashboard, one P&L. Rebuild from there.

Want to compare your score against our database? marketFX maintains benchmarks across enterprise, franchise, and multi-location brands. Book a 30-minute strategy session and we will walk through your index, your tier, and the three highest-leverage moves for your situation.

Ready to retire the Fragmentation Tax™?

Most brands cannot consolidate their way out of fragmentation — they have to diagnose it first. A 30-minute strategy session with our senior team will pinpoint where you are losing revenue, where you are losing time, and where the first lever should be pulled. No pitch deck. Just a focused conversation.

[Book a Strategy Session →](#)

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