

DIAGNOSTIC WORKSHEET

The Integration Gap™

Map the four dimensions of misalignment — strategy, data, messaging, and accountability — across your current marketing stack.

FORMAT

PDF Workbook

LENGTH

8 Pages

EDITION

Edition 2026.1

THE PREMISE

Most brands don't have an execution problem. They have an integration problem.

You can have the best paid media agency, the best SEO team, the best CRM platform, and the best creative shop — and still lose to a competitor with weaker individual parts and stronger connective tissue.

Integration is the connective tissue. When it is strong, every channel amplifies every other channel. When it is weak, channels cancel each other out and the customer experiences a confused brand.

The **Integration Gap™** is the distance between how integrated your marketing thinks it is and how integrated it actually is. The gap is rarely closed by adding tools or vendors. It is closed by clarifying four dimensions: **Strategy, Data, Messaging, and Accountability.**

How to use this worksheet

For each of the four dimensions, score five diagnostic statements as **Yes (3)**, **Partially (1)**, or **No (0)**. Total your score per dimension out of 15. Then plot the four scores on the Gap Map on page six. Wherever the four scores diverge, you have found the gap.

Who should fill this in

The most useful version of this worksheet is filled in by three people independently — your CMO or marketing lead, your most senior strategist (internal or agency), and your CFO or revenue owner. Where their scores diverge, you have found a second gap: a gap in shared perception.

DIMENSIONS 1 & 2

Strategy & Data

Strategy

SCORE __ / 15

Is there one growth roadmap — or five competing plans?

There is a single, written growth strategy that all channels are briefed against.

YES · 3

PARTIAL · 1

NO · 0

The same revenue target appears in every channel's plan.

YES · 3

PARTIAL · 1

NO · 0

Quarterly priorities are set jointly across paid, organic, and CRM.

YES · 3

PARTIAL · 1

NO · 0

Brand and performance teams share the same KPI tree.

YES · 3

PARTIAL · 1

NO · 0

There is one named owner of cross-channel strategy.

YES · 3

PARTIAL · 1

NO · 0

Data

SCORE __ / 15

Is there one source of truth — or five disconnected dashboards?

All channel data flows into a single dashboard or warehouse.

YES · 3

PARTIAL · 1

NO · 0

ICP, audience, and segment definitions are identical across tools.

YES · 3

PARTIAL · 1

NO · 0

Closed-loop attribution ties spend to pipeline or revenue.

YES · 3

PARTIAL · 1

NO · 0

Reporting cadence is shared (not vendor-by-vendor).

YES · 3

PARTIAL · 1

NO · 0

First-party data is centrally governed and accessible to every channel.

YES · 3

PARTIAL · 1

NO · 0

DIMENSIONS 3 & 4

Messaging & Accountability

Messaging

SCORE __ / 15

Does the brand sound like one company — or several?

Positioning, value props, and proof points are consistent across channels.

YES · 3

PARTIAL · 1

NO · 0

Creative is briefed from a single messaging architecture.

YES · 3

PARTIAL · 1

NO · 0

Tone and voice guidelines are enforced across paid, organic, and CRM.

YES · 3

PARTIAL · 1

NO · 0

Campaigns are timed to reinforce one another, not compete.

YES · 3

PARTIAL · 1

NO · 0

The customer experiences the same brand across the journey.

YES · 3

PARTIAL · 1

NO · 0

Accountability

SCORE __ / 15

Is someone accountable for revenue — or is everyone responsible for activity?

A single person owns cross-channel revenue contribution.

YES · 3

PARTIAL · 1

NO · 0

Each channel has clearly defined KPIs tied to business outcomes.

YES · 3

PARTIAL · 1

NO · 0

Underperformance triggers diagnosis, not blame.

YES · 3

PARTIAL · 1

NO · 0

RACI is documented across strategy, execution, and reporting.

YES · 3

PARTIAL · 1

NO · 0

Decisions are made on the data, not the loudest vendor.

YES · 3

PARTIAL · 1

NO · 0

PLOT THE GAP

Your Gap Map.

Plot each dimension's score below. The shape of the four numbers tells you more than the average. A brand that scores 12 / 4 / 11 / 5 has a very different problem than one that scores 8 / 8 / 8 / 8.

Strategy	<input type="text"/>	/ 15
Data	<input type="text"/>	/ 15
Messaging	<input type="text"/>	/ 15
Accountability	<input type="text"/>	/ 15

How to read your shape

- **All four scores low (under 8).** You do not have an integration problem yet — you have a strategy vacuum. Fix Strategy first.
- **High Strategy, low Data.** The thinking is right, the wiring is wrong. Invest in measurement infrastructure.
- **High Data, low Accountability.** You can see the problem clearly. Nobody owns fixing it. Restructure ownership.
- **Three high, one low.** The single low dimension is acting as a tax on the other three. That is your first move.

The biggest gap is rarely the lowest score. It is the largest delta between any two scores. Where two adjacent dimensions diverge sharply, the connective tissue between them is broken.

YOUR FINDINGS

What did the gap reveal?

Write the answers below in your own words. The act of writing forces clarity. Three sentences is enough — bullet form is fine.

1. Where is the biggest gap?

Which two dimensions diverged most, and what is the practical consequence?

2. Where did the three perspectives diverge?

If multiple people filled this in, where did CMO, strategist, and CFO disagree?

3. What is the first move?

One change — structural, not tactical — that would close the biggest gap.

CLOSING THE GAP

The order of operations matters.

Closing the Integration Gap is not a project — it is a sequence. Doing the steps out of order is how brands end up with expensive tools that nobody uses and dashboards that nobody trusts.

- 1. Clarify strategy first.** One growth roadmap, one ICP, one KPI tree. If this isn't written down, none of the other dimensions can be fixed.
- 2. Wire the data second.** One dashboard. One source of truth. Closed-loop attribution to revenue. This is plumbing — boring, expensive, and non-negotiable.
- 3. Align messaging third.** One messaging architecture. One creative brief template. One review process. Channels become amplifiers, not megaphones in different directions.
- 4. Lock accountability fourth.** One named owner of revenue. One RACI. One review cadence. This is where the work finally compounds.

Most agencies start with messaging. It is the most visible, the most fun to work on, and the easiest to bill against. It is also the third step. Trying to fix messaging before fixing data or strategy produces beautiful campaigns that still don't move revenue.

" Integration is not a service. It is the operating model the services run on.

— MARKETFX INTEGRATED GROWTH PRINCIPLE

"

Close the gap with a senior strategist.

If the worksheet surfaced more questions than answers, a 30-minute strategy session is the fastest way to get clear. We will walk through your scores, identify the largest gap, and propose the first move — typically structural, occasionally tactical, always tied to revenue.

[Book a Strategy Session →](#)