



Frequently Asked Questions

1	What is Business Growth & Revenue Intelligence?	Business Growth & Revenue Intelligence is the foundation that connects data across teams into a unified view of business performance. It helps teams understand how marketing contributes to business performance.
2	Why was this created?	Business data is often spread across platforms making it difficult to extract actionable insights. BI was created to unify fragmented data and give a clear understanding of how marketing is affecting business growth.
3	What business challenges can this tool help me with?	• Connect marketing performance to revenue • Identify growth opportunities • Understand trends • Eliminate fragmented reporting • Support executive decision making
4	How is this different from traditional dashboards?	Business Intelligence is more than a dashboard. It is the foundation the rest of the Intelligence Platform sits on.
5	What are the biggest benefits of this tool?	• Better business decisions • Unified data and visibility • Stronger executive reporting • Improved collaboration

