

Organise your Data

list of channels is non-exhaustive

		Channel in use?	Estimated Spend	Source of data	Trackable ID out of channel	Awareness (e.g. impressions)	Action (e.g. Clicks)	Purchase (e.g. target sales destination)
Digital	Search							
	Display							
	Social Media							
	Online Video							
	Owned Properties							
	Email							
Traditional	TV							
	Radio							
	Outdoor							
	Print							
	Other							
Device Specific Activity	Mobile (e.g. in-app)							
	Tablet							
	Other (e.g. smart speakers)							