

Key Principles for Measurement Success Checklist

Define Campaign Objectives

1

- What is my primary objective?
- How will my objective feed into my long and short term goals?
- What do I need to measure across channels to address the objective?

Set KPIs to Reflect Objectives

2

- Do my KPIs relate directly to my objective?
- How is the KPI calculated from the method I have chosen (e.g.ROI)?
- How will I calibrate KPIs from different timeframes, channels and tools?

Organise Data Requirements

3

- What are the key categories of my marketing spend (particularly within digital)?
- Where do I have gaps in my marketing channel data coverage?
- Where can I improve the granularity and coverage of my data?

Integrate Multiple Tools

4

- What are the limitations of my chosen tool and methodology?
- What other tools could provide further insight?
- Who else in my organisation could be working on a similar type of problem?

Test and Learn

5

- Have I set expectations that measurement is a continuous process?
- What is the action(s) or decision I will take based on the result?
- What is the plan to report results and how will that feed into the next marketing activity?