Key Principles for Measurement Success Checklist

1. Define Campaign Objectives
   - 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?

2. Set KPIs to Reflect Objectives
   - 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?

3. Organise Data Requirements
   - 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?

4. Integrate Multiple Tools
   - 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?

5. Test and Learn
   - 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?