



# 5 Considerations for Becoming **Data-Intelligent**

There's data coming at us marketers from every angle. Some of it is important and very useful, but much of it is not. How can we discern the valuable from the noise?

To identify what data matters to you, start with getting clear on your goals and determine what data points can help you achieve them. Use this worksheet to form a data strategy that supports your business and helps you make actionable decisions that have impact on your company.

## 1. Define your KPIs and the metrics you'll need to measure them

Your KPIs define traceable, trackable data points that determine success or failure against your goals. In order to determine what data you need to track, you need a clear understanding of what data you're measuring, the metric that is being calculated from your data, and what you're tracking and reporting over time.

For each defined KPI, fill out the following form:

KPI		
What to Measure	Metric Calculated	What to Track

# KPI

What to Measure	Metric Calculated	What to Track
Page views	Unique page visitors Total page views Number of conversions from page	Number of conversions per page viewer per month; Month-over-month conversion increase/decrease
Dwell time	Length of dwell time on page Number of conversions from page	Dwell rate before/after page updates; Dwell rate per X viewers
Scroll	Percentage of page viewed Number of conversions from page	Scroll rate before/after page updates; Scroll rate per X viewers
Number of visitors, site-wide	Number of visitors – site-wide Number of conversions from page	Conversions per number of site-wide visitors; Month-over-month conversion increase/decrease vs. number of visitors
Asset downloads	Number of downloads from asset(s) linked from page Number of conversions from page	Conversion after download of any asset/specific asset

## 2. Know what data you already have available and find your gaps

Chances are, you already have some data available. Based on your “What to Measure” columns from all KPIs, determine what data you have available.

### What to Measure

### Data Source


Now, identify the data that you need, but that you don't have available.

### Missing Data List


### 3. Conduct tools analysis to fill your gaps

The MarTech world has introduced a vast array of data gathering and metrics analysis tools. Determine tools that would be useful for gathering the data that you're missing.

Tools research notes:

---

---

---

---

---

For an in-depth MarTech analysis, download the companion worksheet, "MarTech Worksheet," available on [YeagerMarketing.com](http://YeagerMarketing.com).

### 4. Gather data, calculate metrics and determine success/failure

At this point, you know what data you need, and you have tools in place to gather your data. Now it's time to use that data to determine your successes and failures in real time.

1. What are your thresholds for success/failure for each data point you intend to track from your metrics?

---

---

---

2. How will you determine the overall success/failure of each of your KPIs based on your analysis?

---

---

---

# the Big Idea

## 5. Make metrics review a part of your process

Once you have all your data points, you can use them to conduct your metrics analysis based on the remaining columns from the tables created in Step 1. However, that doesn't mean you're done! In order to be data-intelligent, data and metrics review need to be an ongoing part of your business process.

1. How often do you plan on conducting metrics analysis?

---

---

---

2. Will you automate metrics reporting or generate the reports by hand?

---

---

---

3. Who in your organization will receive metrics reports, and how often will the reports be generated, sent and reviewed? Note: You may have multiple answers, depending on the KPIs you're measuring and your organizational structure.

---

---

---

4. What action will you take in the event of metrics that show underperforming areas of your business?

---

---

---

5. How often do you plan on conducting KPI analysis to determine new/outdated measures?

---

---

---

Need Some Help Creating Your Data-Driven Marketing Plan?

Contact us to schedule a complimentary 30-minute strategy session.

**SIGN ME UP!**

