

Digital Analytics Worksheet

4 Steps to Uncovering Actionable Insights

Most marketing organizations struggle to uncover the right metrics for delivering actionable business insights. Decision makers are overwhelmed by the volume of data and charts presented—and underwhelmed by the inability to draw conclusions or make informed decisions based on what marketing reports.

The villain? Digital analytics programs built on a shaky foundation of lengthy dashboards and out-of-the-box metrics. The problem is seldom a lack of

data, but rather a lack of *quality* data and knowing “why” that data is being collected. Which is why we suggest going back to basics and first defining your digital marketing objectives.

Use this 4-step worksheet and attached template to build (or re-build) a solid analytics foundation that will help you dig through your data, report confidently to senior executives, and provide the most relevant metrics for business impact.

1

Identify Digital Marketing Objectives

To make sense of your all your rich data, you first need to establish clear goals aligned with your digital business. Use the S.M.A.R.T. methodology to articulate the high-level objectives you want to achieve:

- **Specific:** Concisely describe the business area you want to improve
- **Measurable:** Quantify your objective so you can evaluate progress
- **Achievable:** Confirm the objective is attainable with the person assigned to meet it
- **Realistic:** Ensure you have access to resources to meet your goal
- **Time-phased:** Decide when the objective should be met

3

Determine Benchmark Metrics

To understand your KPIs in context, choose specific measurements that will benchmark progress against them. There may be multiple metrics that map to a single KPI. These measurements may reflect conversions, engagement, adoption, or demographics. Depending on your objectives and KPIs you'll also want to consider the following:

- How often do I need to see the data (daily, weekly, monthly, or quarterly)?
- Do I need to see data on a rolling basis (30 days ago) or within a calendar-based timeframe?
- Do I need to compare the data to other data sets (industry trends, historical trends, etc.)?
- Do I need to adjust data for seasonality or other factors?

2

Define KPIs

KPIs, or key performance indicators, will help you understand how you're performing against your objectives. There may be more than one KPI for each objective. As you define KPIs, ask yourself these questions:

- What information will help me track performance toward the objective?
- What specific change am I looking for in the KPI (an XX% increase or decrease over XX weeks or months)?
- What will I do to course-correct in order to meet the KPI, and ultimately my objective?

4

Evaluate What's Available

Assess whether or not the metrics you need are currently available. If the answer is “No,” two things you might consider are:

- If the metric is not available now, can it become available to you using the analytics tools you currently possess?
- Is there another metric you could use that is both available to you and provides the insight you need to achieve your top-line objectives?

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