

MARKETING

CAMPAIGN MEASUREMENT

Only 33% of organizations are confident in the connection between their marketing activities and business metrics. Adopt a ruthless dedication to review and measurement.

Not every commercial insight is a winner and not every insight-based marketing campaign engages customers equally well. A successful marketing strategy must involve building a host of commercial insights and activating those insights across different and evolving campaigns.

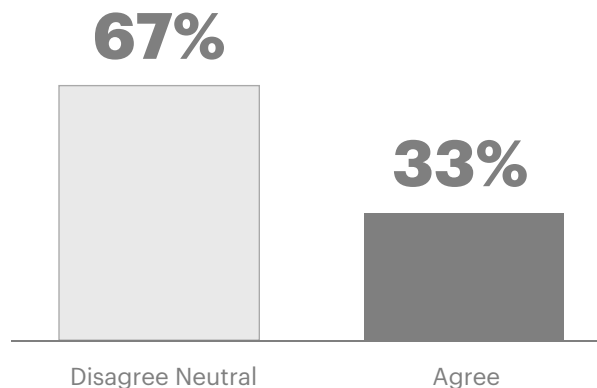
Waiting to measure insight and campaign effectiveness with typical outcome metrics (e.g. number of leads, revenue achieved, etc.) could have the adverse effect of investing too heavily in one area for too long or missing a time-sensitive opportunity.

We recommend measuring success in the near, medium, and long term by establishing a basket of leading and lagging metrics and closely watching comparative performance among various marketing assets.

Our consultants can help you think about your campaign measurement strategy.

Contact us for more information.

Q: "We are confident in the connection between content metrics^a and business metrics^b"



n = 49.

Source: CEB 2016 Content Strategy Diagnostic.

^A Such as clicks and shares.

^B Such as revenue, profit, or ROI.