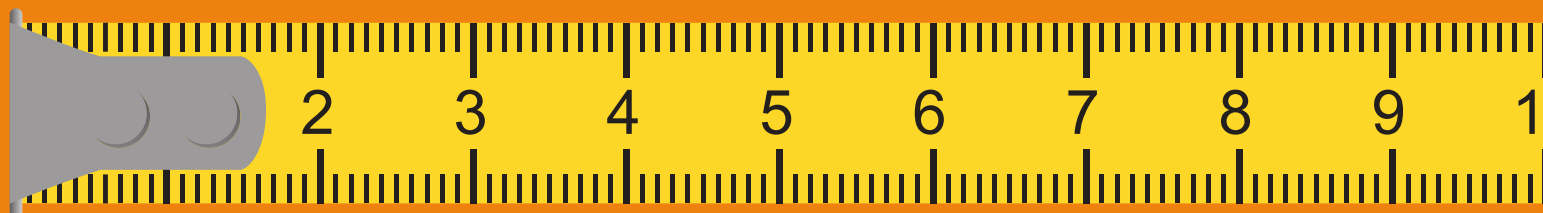# marketing measurement tips

Tips and tricks for a better return on investment

transcend360
Group

Measurement is the key to optimising any process and marketing is no exception, check out our handy tips below;

1) Define a measurement framework that helps to focus marketers on the alignment of marketing activities, strategies, and metrics with business goals

2) Specifically, carefully consider the measures of success for each type marketing activity and their interrelationships with other marketing activities

3) Define a common vocabulary for measures, costs and budgets so that everyone is talking the same language

4) Define the individual data attributes that are required to support measurement and consider the current quality and accuracy of data

5) Make it a priority to review notable gaps in data or in quality of data with the appropriate data stewards or owners to understand what needs to be sorted to put things right – or at least define a plan of action to put things right

6) Incomplete data is no excuse for a lack of rigour. We believe that partial data and a robust process will (or start to) improve the understanding of what is working (or not) from an ROMI perspective

The following measurement framework provides a view of each of the components necessary to consider as well as the individualmeasures within each component. In short they all center on:
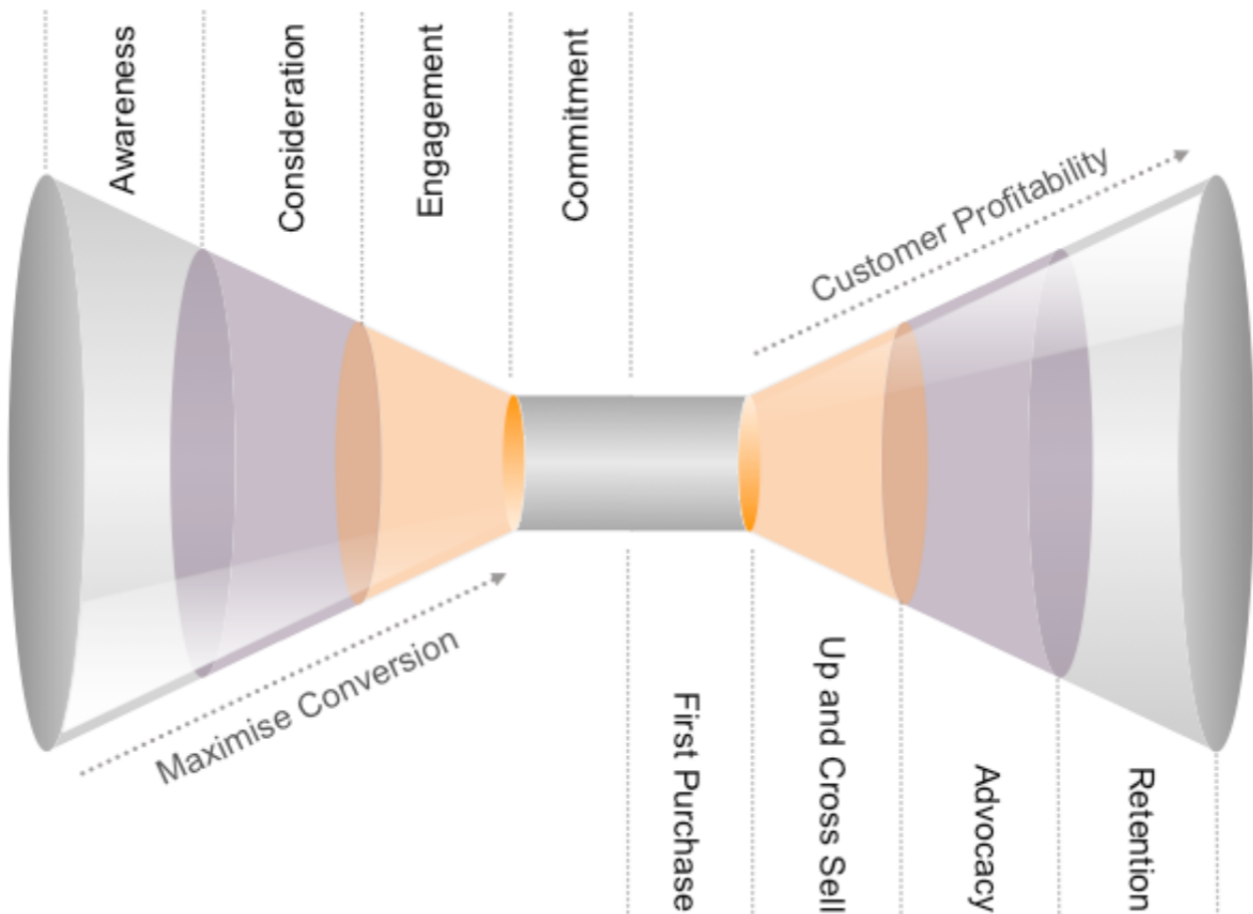
Marketing process throughput (i.e. ensuring that every dollar spent is having a positive impact on delivering sales)

Maximizing customer value (i.e. building increased value from existing customer relationships)Let's take a few of them and look at some example metrics.

Awareness
- Brand awareness (% of population aware of a brand)
- Brand penetration (% of population purchasing a brand)
- Page views (# of times a web page is served)
- Visits (# of unique views of web site)

Consideration
- Sentiment indexes (positive and negative views about the company)
- Customer Satisfaction / Net Promoter score (measures of satisfaction or willingness to recommend)

Engagement
- Subscribers (# of people who want to hear about we have to say – maybe to a newsletter)
- Prospects (# of prospects in the purchase process with the company)

Commitment
- New Customers (# of prospects converting to sales)
- Conversion rates (%age of prospects completing a sale)
- Abandonment rates (% of prospects failing to complete a sale)

First Purchase
- FP-AOV (first purchase average order value)
- Product analysis (what products are new customers purchasing – where does the relationship start)
- Customer understanding (demographics of new customers etc)

Upsell and Cross Sell
- AOV (average order value)
- FOP (frequency of purchase)
- Customer Visits to Website (# of customer visiting company site)

Advocacy

- Complaints (# of complaints – who, what, when)
- Early Exit (# of customer terminating in the first 'x' months
- Product Tenure (average length in months/years customer holds product)
- Net Promoter Score (%age of customers willing to recommend)

Retention

- Retention rates (# of customers ending relationships prematurely – when in the cycle)
- LTV (total projected lifetime value for a designated group of customers)

2   3   4   5   6   7   8   9   1
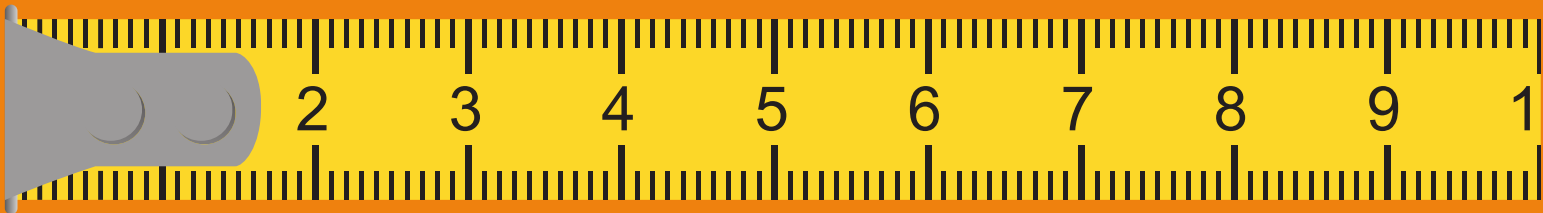
What measures you end up using, it is essential that you measure them consistently and implement alerts and early warning systems so you spot if something changes in a measure that is outside the norm.

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