

Schema >> *n-dicators*™

Measurement & Metrics Strategy

Overview

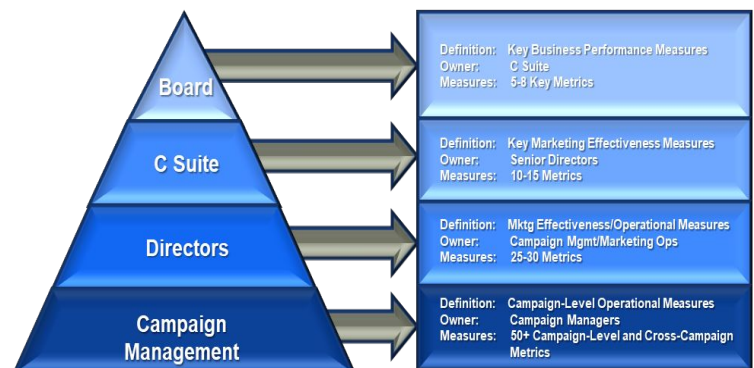
Everyone has read “Measure What Matters” but many still default to “measure what’s easy”. Our “Actions → Outputs → Outcomes” measurement philosophy eliminates the use of cluttered dashboards and vanity metrics, and ensures you are reporting the right measures at the right level of the organization with one purpose: to help guide strategic decision making. Key tenets of our approach, known as *n-dicators*™, include:

- Ensure alignment against marketing objectives and minimize “nice to know” metrics
- Raw numbers without context have no meaning; Metrics are only the starting point for action
- Deliver only measures relevant to each management role, with ability to dive deeper as desired
- Simplicity; visualize where it helps to communicate the information in an impactful way

Measurable Outcomes

- Improved Return on Marketing Investment
- Increased engagement, response, retention and conversion rates
- Higher Customer LTV and loyalty measures, optimized CPA

Listed outcomes are representative only, and specific outcomes this Schema™ will address may vary depending on your industry, target audience, and business goals.



Derived Benefits

- **Data-Driven Decision Making:** Make informed decisions based on clear and actionable metrics.
- **Improved Marketing Efficiency:** Optimize resource allocation and campaign performance.
- **Enhanced Accountability:** Understand marketing team performance and contribution to business goals.
- **Stronger Cross-Functional Collaboration:** Improve alignment between marketing and other departments.
- **Increased Marketing Agility:** Faster response to market changes and opportunities.

Foundational Approach

1. Define Key Outcomes/Goals/Objectives
2. Align on Measurement Philosophy/Marketing Effectiveness Definition
3. Inventory Potential KPIs by Management Level, Define Measurement Approach
4. Data Visualization & Reporting Design
5. Implementation & Ongoing Optimization
6. Integration with Marketing Technology
7. Performance Reviews & Iterative Improvements

To learn more about our comprehensive suite of solutions, visit nventiv.ai/contact-us