Tracking & Measurement: Key to Sustained Success

Establishing Tracking & Reporting Protocols

media logic®

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Tracking and reporting are critical to ongoing marketing success

- Determine if campaign objectives are being met

- Establish performance benchmarks

- Make informed marketing decisions about current campaigns, as well as future efforts

- Manage expectations of internal teams and control the narrative

- Calculate ROMI

As part of the campaign strategy and before any campaign development begins...

1	Establish business and marketing goals
2	Agree on definition of key terms
3	Identify KPIs
4	Identify data sources
5	Agree on report format
6	Agree on data transfer and reporting frequency
7	Agree on process to share report and review insights and recommendations

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Establish business and marketing goals

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2 Agree on definition of key terms

3 Identify KPIs

4 Identify data sources

5 Agree on report format

6 Agree on data transfer and reporting frequency

7 Agree on process to share report and review insights and recommendations

Criteria to assist in goal setting

- Aligned with organization's overarching business strategy

- Supported by reasonable business case

- Are measurable

- Include certain level of specificity

Business Goals

Require efforts from across the organization

Marketing Goals

Primarily influenced by marketing activity

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Agree on definition
of key terms

Define key terms

Sample list of key terms:

- Total Investment

- Responses

- Leads (or Marketing Leads or MQLs)

- Sales Leads

- Enrollments

Define key terms

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- **Total Investment** ──────────

- Responses

- Leads (or Marketing Leads or MQLs)

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Critical to calculate Cost pers and ROMI

Key question to answer
Should the investments include all-in costs or just media, production and postage?

Tips
All-in costs will be useful to calculate ROMI

Be consistent with how you calculate investment year-over-year to make analogous year-over-year comparisons

Define key terms

Sample list of key terms:

- Total Investment

- **Responses** ——————————————

- Leads (or Marketing Leads or MQLs)

- Sales Leads

- Enrollments

Sample definition
An action that results in a visit to web, a call to an 800# or a returned BRC

Tips
Duplication of responders can occur

Need to be attributable to the marketing tactic that drove response

Define key terms

Sample list of key terms:

- Total Investment

- Responses

- **Leads (or Marketing Leads or MQLs)**

- Sales Leads

- Enrollments

Sample definition
An action that results in identifiable consumer information – submitted web form, answered phone call that last 3+ minutes or returned valid BRC

Tips
Duplication of responders can occur

To be useful, data needs to be attributable to the marketing tactic that drove lead

Define key terms

Sample list of key terms:

- Total Investment

- Responses

- Leads (or Marketing Leads or MQLs)

- **Sales Leads**

- Enrollments

Sample definition
A consumer who Sales deems a lead – reconciled for potential duplication and eligibility confirmed

Tip
The number of Leads (or Marketing Leads or MQLs) and Sales leads will likely never be equal

Define key terms

Sample list of key terms:

- Total Investment

- Responses

- Leads (or Marketing Leads or MQLs)

- Sales Leads

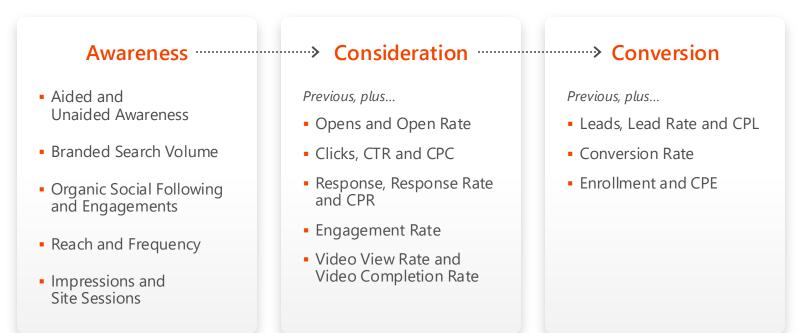- **Enrollments**

Sample definition
A prospective consumer who becomes a member

3 Identify KPIs

What metrics are needed to determine if goals are being met?

Here's a list of some examples...

Awareness ⤑ Consideration ⤑ Conversion

Awareness

- Aided and Unaided Awareness
- Branded Search Volume
- Organic Social Following and Engagements
- Reach and Frequency
- Impressions and Site Sessions

Consideration

Previous, plus...

- Opens and Open Rate
- Clicks, CTR and CPC
- Response, Response Rate and CPR
- Engagement Rate
- Video View Rate and Video Completion Rate

Conversion

Previous, plus...

- Leads, Lead Rate and CPL
- Conversion Rate
- Enrollment and CPE

The importance of Cost per data

Tactic	Total Leads
Tactic A	1,000
Tactic B	1,000
Tactic C	500
Tactic D	150
Tactic E	100

The importance of Cost per data

Tactic	Total Leads	Total Investment	Cost per Lead
Tactic A	1,000	$500,000	**$500**
Tactic B	1,000	$150,000	**$150**
Tactic C	500	$40,000	**$80**
Tactic D	150	$50,000	**$333**
Tactic E	100	$35,000	**$350**

Make sure reporting includes comparatives to contextualize metrics

- Compare to goal

- Compare to benchmarks

- Compare to a like time-period – YoY/MoM

4 Identify data sources

What data sources are needed to pull the agreed upon KPIs?

Sample Source	Sample Data
Phone vendor	Number of calls answered, date, duration, tactic that drove call
GA4	Unique users, completed web forms by tactic
BRM processor	Number of valid BRMs by tactic
Google Ads	Media costs, impressions, clicks by tactic
Meta	Media costs, impressions, clicks by tactic
Digital Ad platforms	Media costs, impressions, clicks by tactic
Print Partner	Production and postage costs by drop

Tip

All data pulled should be cumulative – from the beginning of the campaign through the appropriate end date

It helps to minimize errors in data

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Agree on report format

What format would best facilitate the reporting of the agreed upon KPIs?

- Real-time dashboard – **DataSnap**

- Excel,

- PPT/Word

6 Agree on data transfer and reporting frequency

What reporting frequency is needed to maximize campaign performance?

- Agree on frequency of reports – weekly, monthly or only at the end of the campaign

- Based on frequency of reports, agree on when data needs to be compiled – agree on day of week or date

7 Agree on process to share report and review insights and recommendations

What process gets reporting into the right hands to make timely decisions?

Goal: review report and discuss insights and recommendations with key team members

- Determine who needs to receive report

- Determine who should be involved in review and discussion of report

- **Tip:** Recommendations agreed on for execution should be captured and shared with full team

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