

Metrics that matter & how to measure them

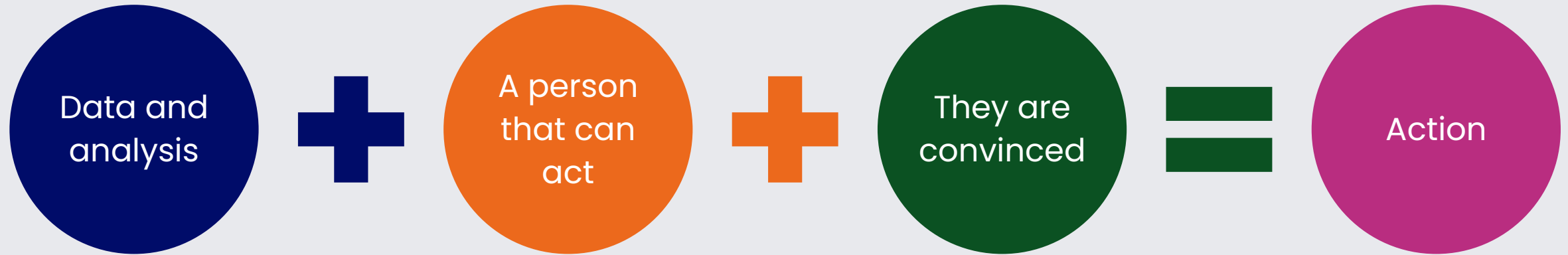
Tashan Nicholas, Director at Magic Numbers



principles. BOUTIQUE

You need people to “get it” and be convinced

That’s the only way that data and analysis leads to action



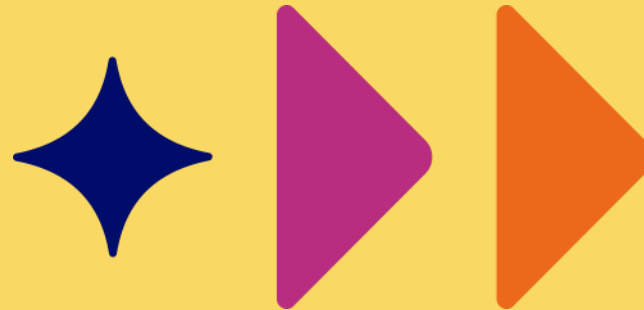
Find the metrics that matter to you

The most important ingredient but also one that we cannot directly control

They need to absorb data and its implications, they may have objections

Only if all three ingredients are in place

Use metrics wisely

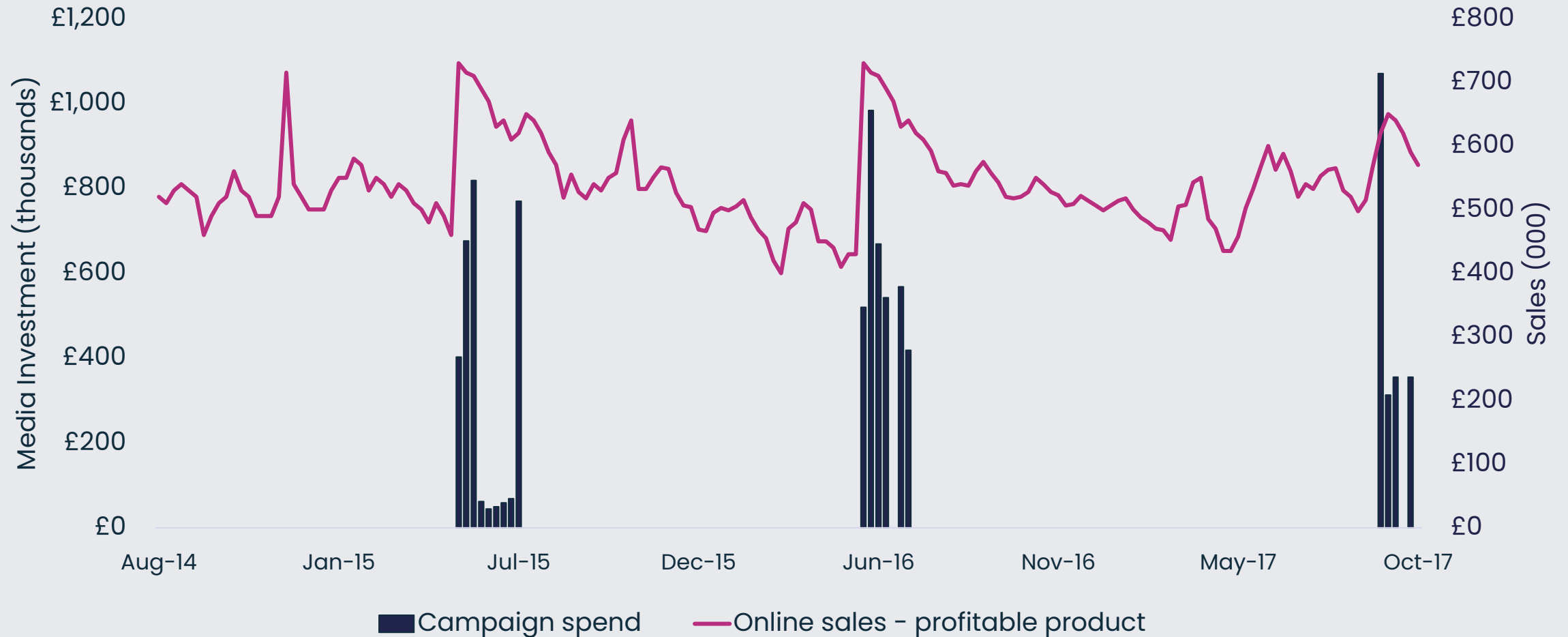


“When we launched bank of ant and dec, we did some very simple stuff which demonstrated the uplift it had on our most profitable product and elsewhere”

(Rachel Chapman, Ex-Head of Marketing, Santander)

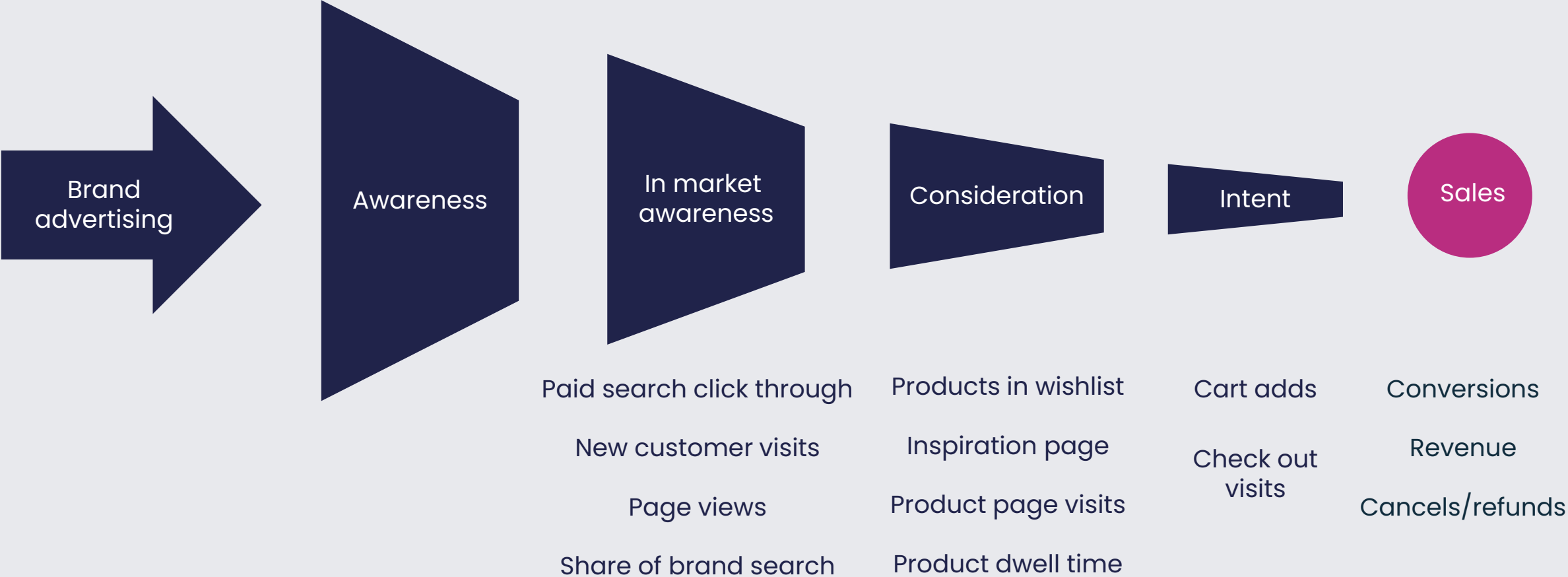
Simple things are often the most convincing

Everyone can understand a "bump" in sales when the campaign is on



Some of the best metrics are free

We've seen all of these work really well as leading indicators for successful campaigns

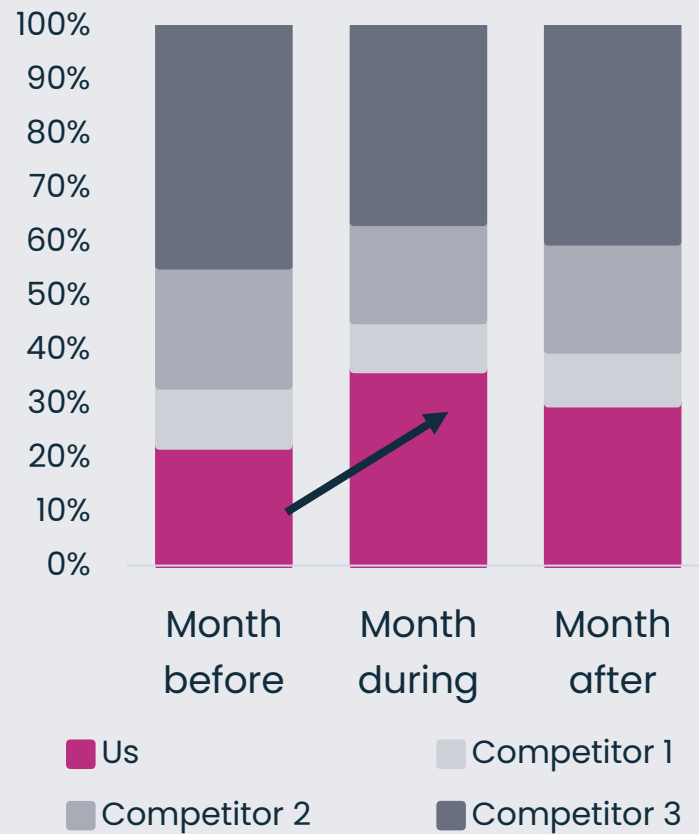


Help by ruling out other drivers

01: YoY comparison rules out seasonality



02: Market share rules out category drivers



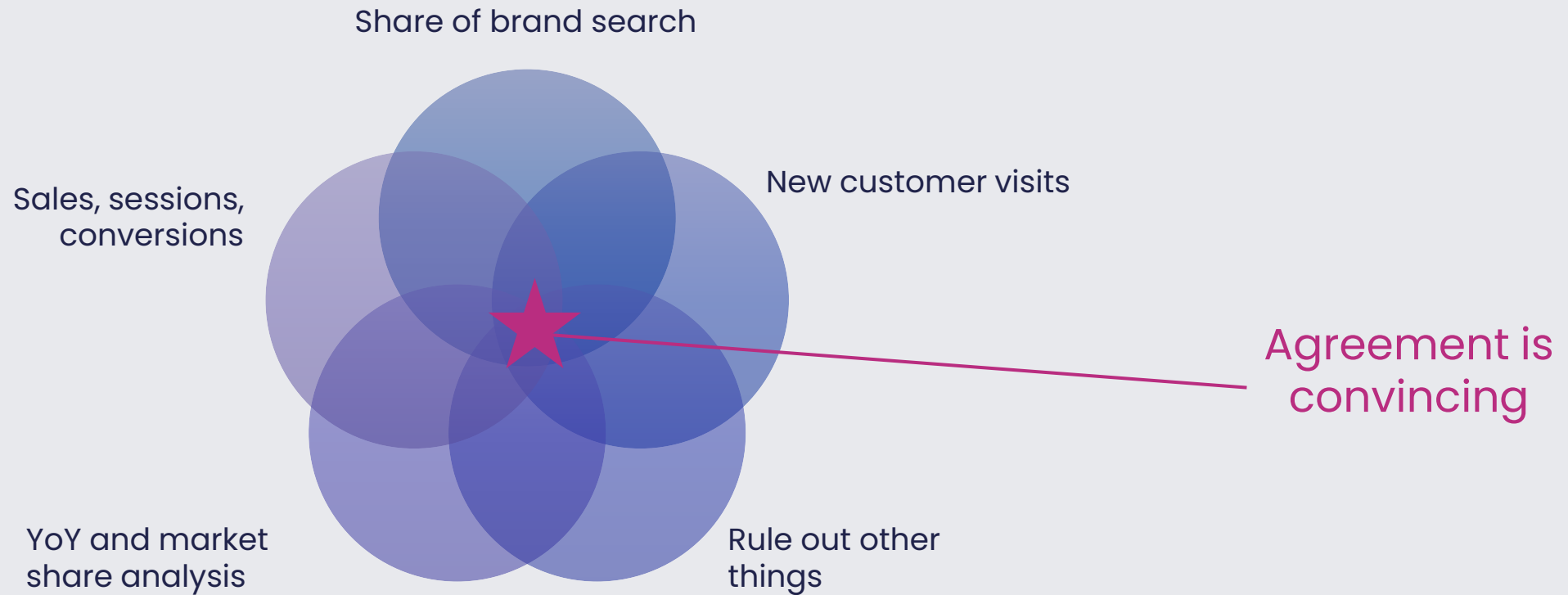
03: Rule out other things cause by cause

It couldn't be:

- Quiet competitors
- Price reductions
- Website improved
- New product
- More availability
- New packaging

Tell a story through metrics that match

Confidence comes with seeing the same findings in a number of different places



Want to learn more? Our Data Works course can help!

A practical "how to use" guide for marketing data, great for anyone making decisions using numbers



- How to use data wisely and not be misled
- How to present data in a way that's easy to understand
- How to spot the issues that scupper marketing
- How to harness hardcore analytics

Questions? Reach out to:

hello@magicworks.training



Practical training and people friendly analytics
to help marketers drive growth

www.magicworks.training
www.magicnumbers.co.uk

[linkedin.com/in/joytalbot](https://www.linkedin.com/in/joytalbot)
[linkedin.com/in/grace-kite](https://www.linkedin.com/in/grace-kite)