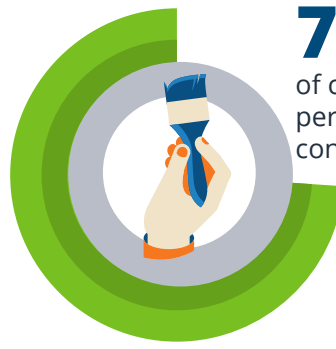


## Challenge: The Data Gap Creates Language Barriers

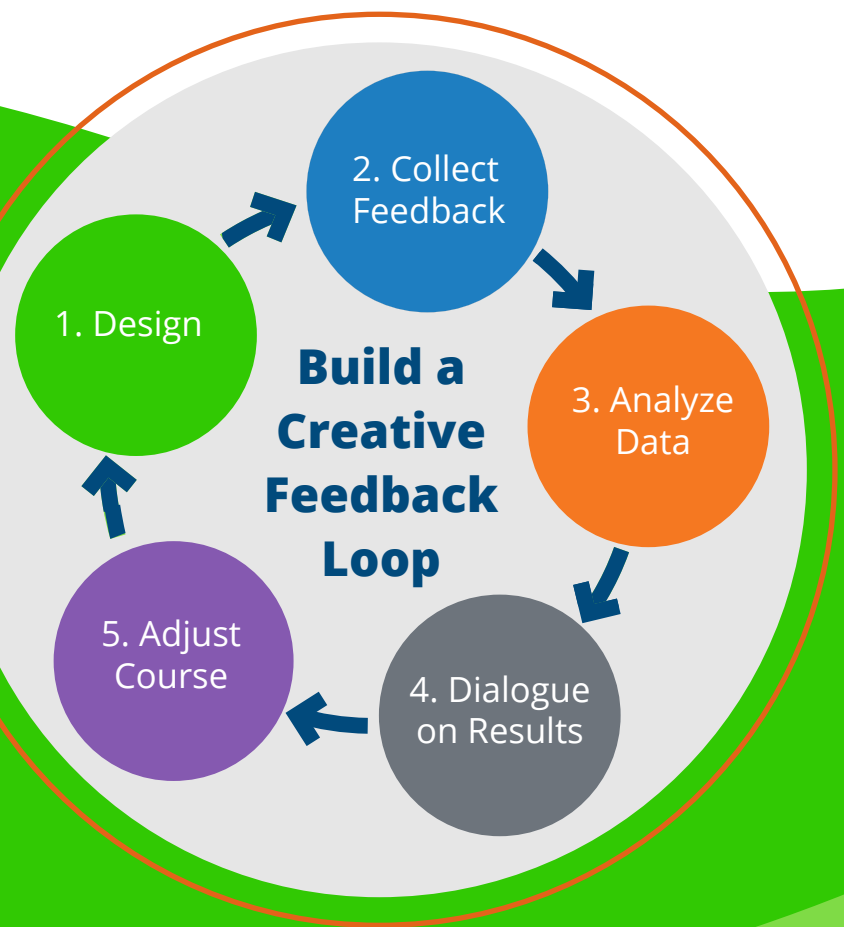


**92%**  
of marketers say data improved their overall relationship with creative



**77%**  
of creative teams say linking performance data with content is not important

## Solution: Build an Analytic Creative Team



### Understand Key Performance Metrics

**Consumption & Engagement:** Measure how interested and invested audience is in brand.

- **Website:** visits, pageviews, time on page/site, bounce rate, referral traffic
- **Email:** open rates, CTRs, unsubscribes
- **Social:** comments and likes, shares, followers

**Conversion:** Measure consumers or prospects driven from engage to purchase.

- **B2B:** conversion rates, lead to customer, appointments set from marketing
- **B2C:** unit volume increases, sign-ups for loyalty programs or store cards

**Retention:** Measure brand loyalty with audience and customers.

- **B2B:** annual renewal rates, annual M&S payments, cross-sell/up-sell, average account value
- **B2C:** repeat purchases, average spend per consumers/households

### Report Key Productivity Metrics

**Team Resourcing:** accurate understanding of how team members are spending time

**Projects:** kinds of work/for whom; length from initiation to completion; average rounds of approval

**Production:**

- **Content throughput:** volume of content produced over a given time
- **Content backlog:** average number of days between published content

**Costs:**

- **Time to publish:** time it takes to move from an idea to published piece of content
- **Distribution cost:** time/cost spent to deliver and promote content in market