
The digital marketing process starts with how we test and evaluate our data. Central to that is a logical framework to categorize, structure and execute what we do. Having access to the information is the first step in messaging that is actionable, and we're seeing the most advanced companies focus on methods to up-level this information to understand probable behaviors over time and actions based on similar historical experiences.

The following three key areas help to determine data value, usefulness, and limitations. Dig into the eight-step checklist of tactics on the following pages to learn more.

TRUST

Trust must exist at multiple levels in the process--in the data itself, in how it's labeled and in how it's structured. Without trust, an incorrectly informed analyst can easily mistake one data point for another with potentially disastrous consequences.

IMPACT

Once data is positioned as a fundamental element of strategy and planning, the overall impact of data will determine marketing activities, allowing for an increase in productivity and revenue.

ACCESSIBILITY

Ease of accessibility and use is another factor in the mix. Information must be accessible in ways that are acceptable for their use and meaningful in their purpose. For example, a call list might display records based on time zones available for calling only at times when contact through that channel is appropriate.

TRUST

Checkpoint: Defined Data

Is the data appropriately defined so that all users understand and apply it consistently?

- Keep a log of definitions as well as if, how, and when they may change over time.
- Apply a triangulation approach to ensure all users are referring to the same data values. Consider testing across multiple profiles (customer, executive team, general user) to account for various variables in data logic prior to launching.

- Use a specific examples (such as a math equation) to show the result that should be expected in a few scenarios to help validate the understanding.

Checkpoint: Consistency

Do you have a process in place to produce data?

- Establish a universal process to validate data being utilized is beneficial to your marketing objective. Additionally, this should be a repetitive process to lower the margin of error.

Checkpoint: Hygiene, Accuracy

Is your data clean and of reasonably good quality?

- Institute procedures to verify data integrity.
- Adjust data architecture and fields to include future changes and how they are communicated, in addition to analytical impacts and retention management of previously stored data.

Checkpoint: Precision

Is your data formatted to align with other necessary resources?

- Identify a process that allows all users to access the same metrics. Typically, this consists of consolidation, external mapping sources and enforced permissions controls.
 - Determine how to record and retain data at the granular level of detail you need to understand/-measure components of your business such as Aggregate Data vs. User-Action Level Format.
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IMPACT

Checkpoint: Timeliness

Is your data relevant to the intended purpose?

- Over time, data deteriorates if not adequately maintained. Determine a logical data refresh schedule to ensure the most up-to-date, accurate information is being utilized.

Checkpoint: Relevancy

Keep it simple - are you gathering something that matters to the business?

- Identify areas that warrant tracking by using a comparative level of insight from the information.

Checkpoint: Comprehensive

How are you thinking about what's next?

- Only after an area has been identified as warranting tracking, think through the breadth and depth of what should be included.
- Create a data strategy and integrity advocate who is seated at the top of an organization.
- Ensure there is an open dialogue between Business Analytics and Data Engineering to enable true data driven marketing decision-making.

ACCESSIBILITY

Checkpoint: Compliance

Are proper permissions established for the use of the data?

- Various communication channels require the adoption of specific compliance rules such as physical geography, data collection methods, and ethical decisions are just a few of these factors.
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Your Quick Reference Data Fitness Checklist



Checkpoint: Defined Data

Is the data appropriately defined so that all users understand and apply it consistently?



Checkpoint: Consistency

Do you have a process in place to produce data?



Checkpoint: Hygiene, Accuracy

Is your data clean and of reasonably good quality?



Checkpoint: Timeliness

Is your data relevant to the intended purpose?



Checkpoint: Relevancy

Are you gathering data that drives business value or merely satisfying curiosity?



Checkpoint: Comprehensive

How are you thinking about what's next?



Checkpoint: Precision

Is the data formatted to align with other necessary resources?



Checkpoint: Compliance

Are proper permissions established for the use of the data?

Test Your Data Limits: A Checklist to Data Fitness



Trust



Accessibility



Impact



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