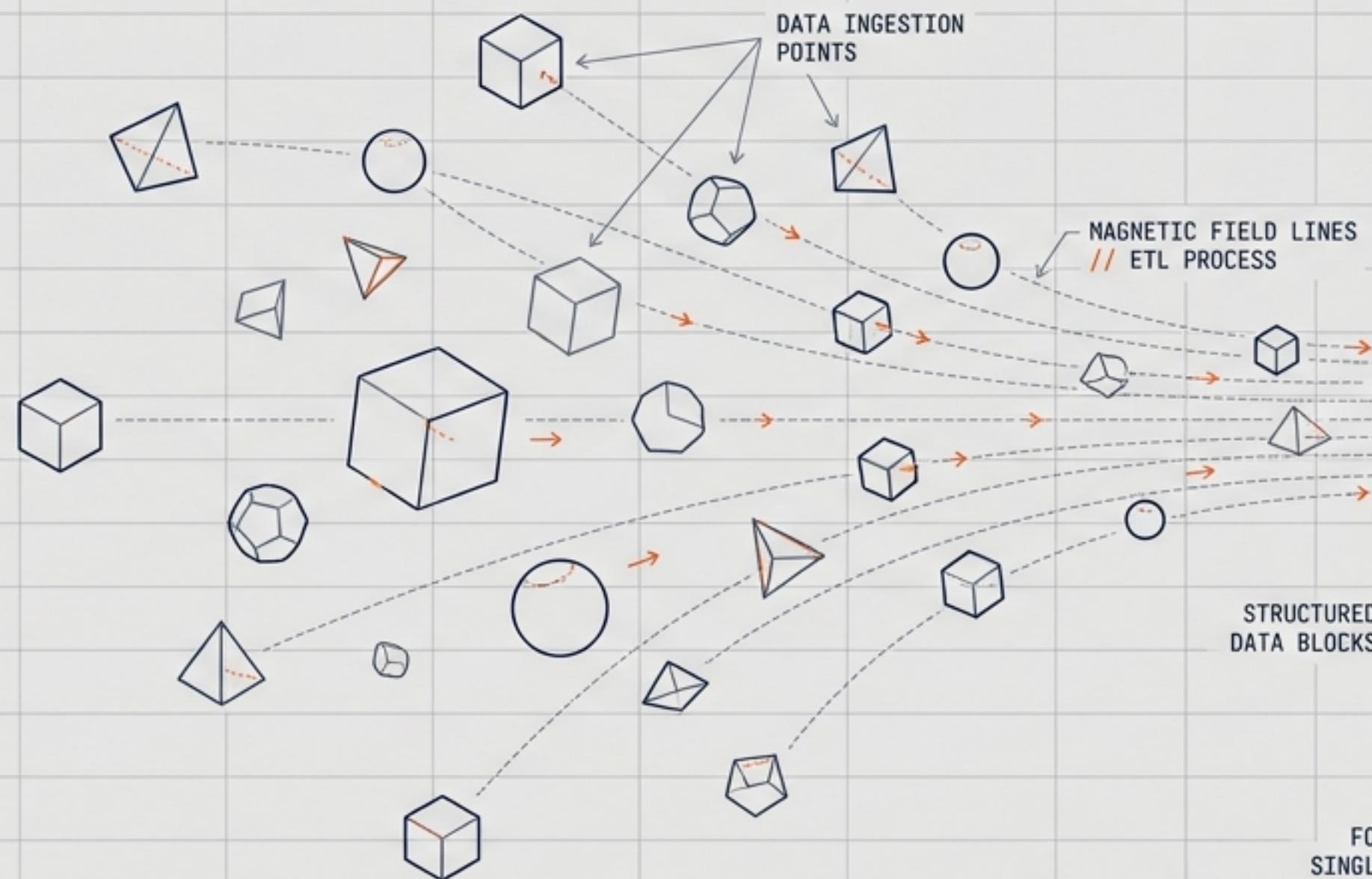


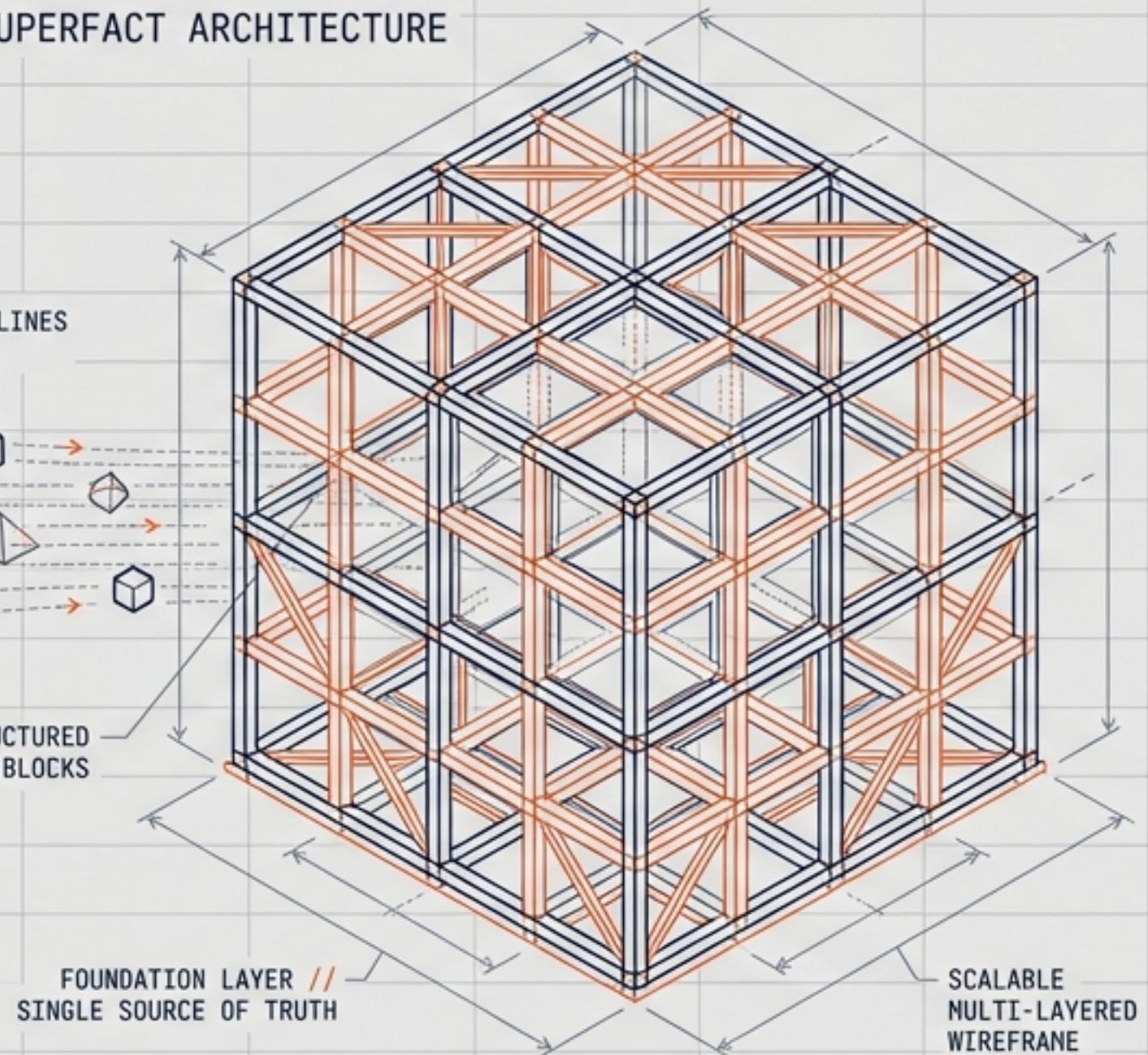
The Success Library: Governing the Source of Truth

The "SuperFact" Architecture for Scalable Campaign Measurement

CHAOS // UNSTRUCTURED DATA



ORDER // SUPERFACT ARCHITECTURE

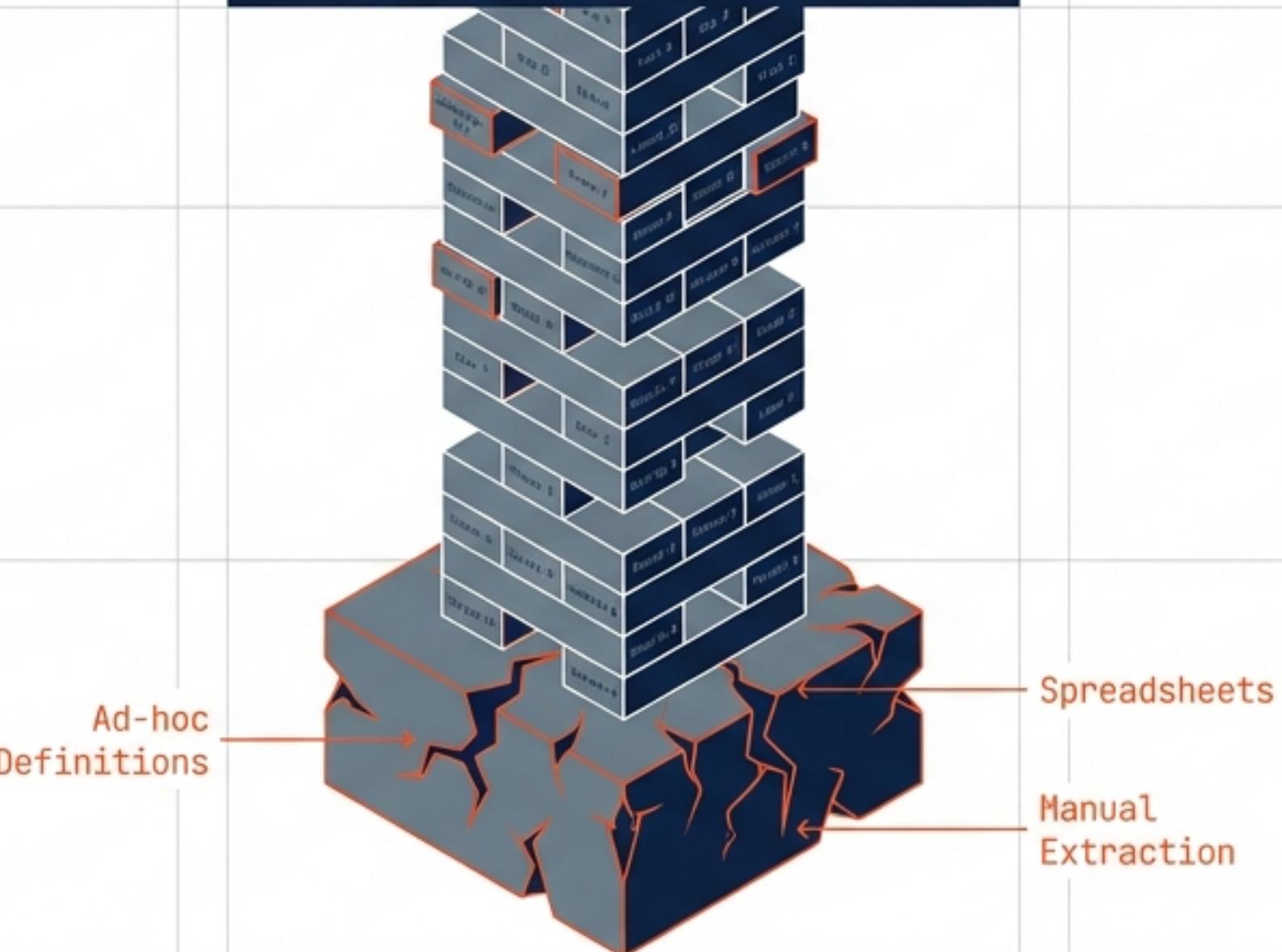


Scaling volume on a manual infrastructure.



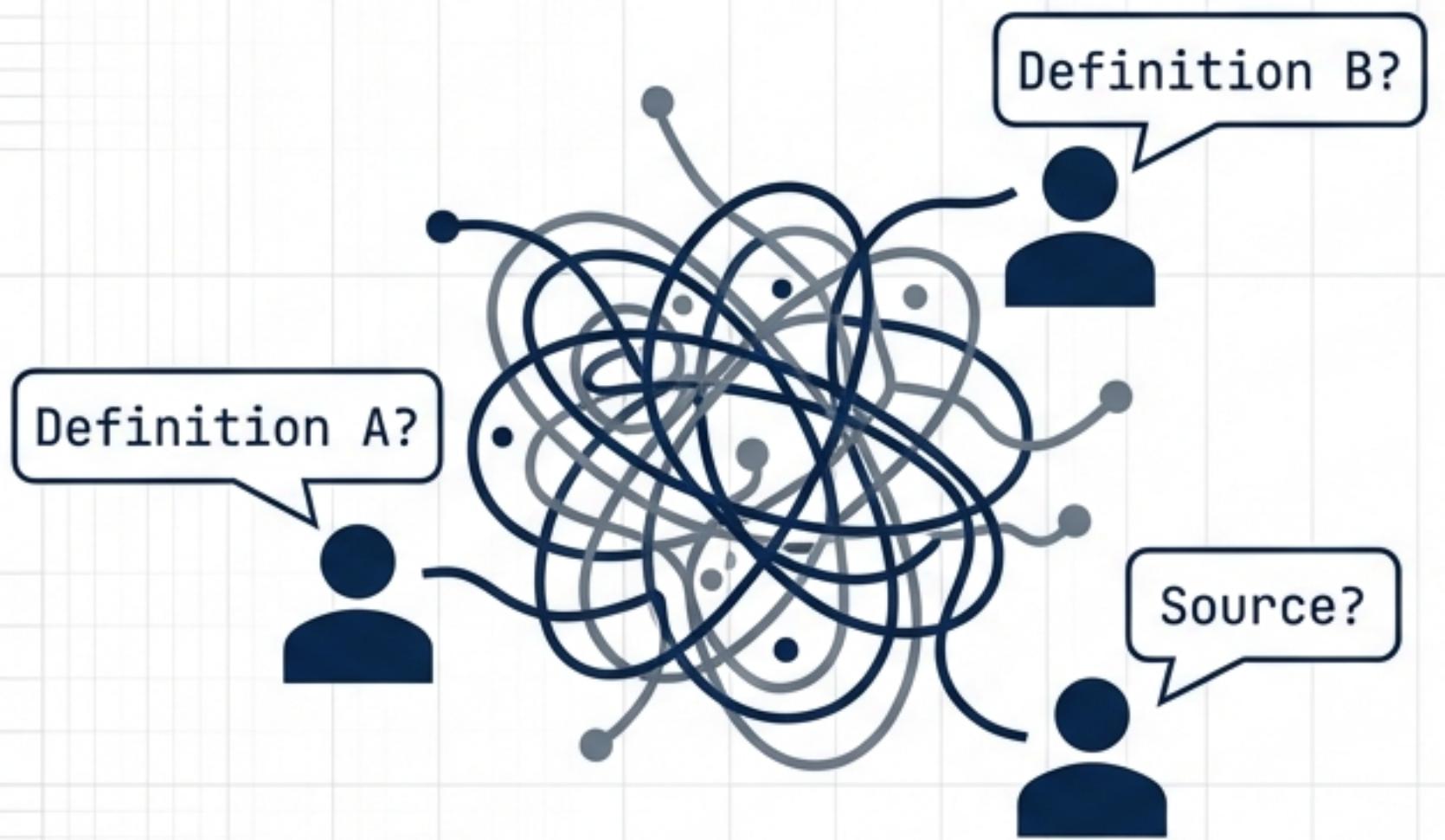
200-300

Active Campaigns Running Simultaneously



Without governance, ‘Success’ is subjective.

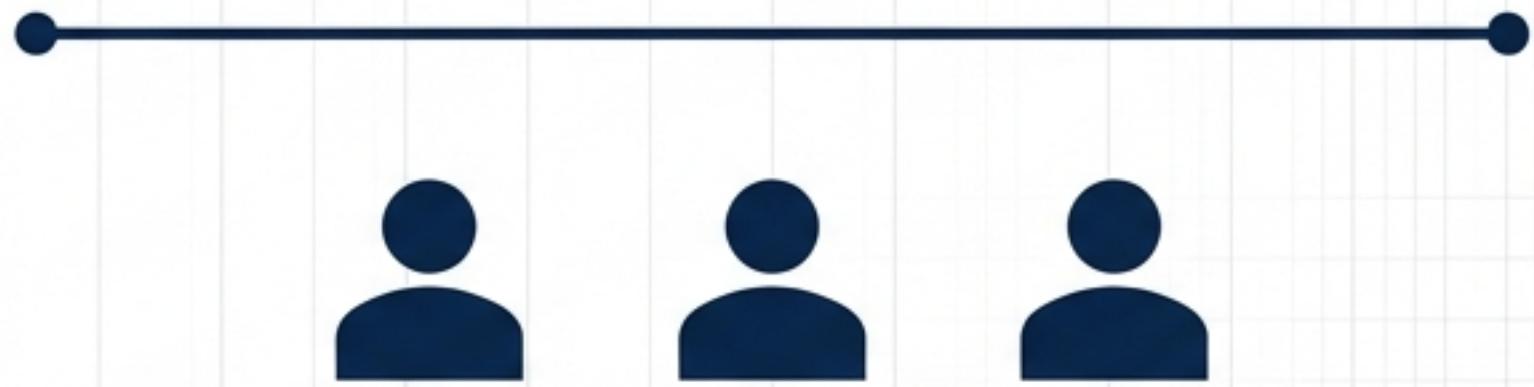
Current State



Weeks spent recreating metrics.

Target State

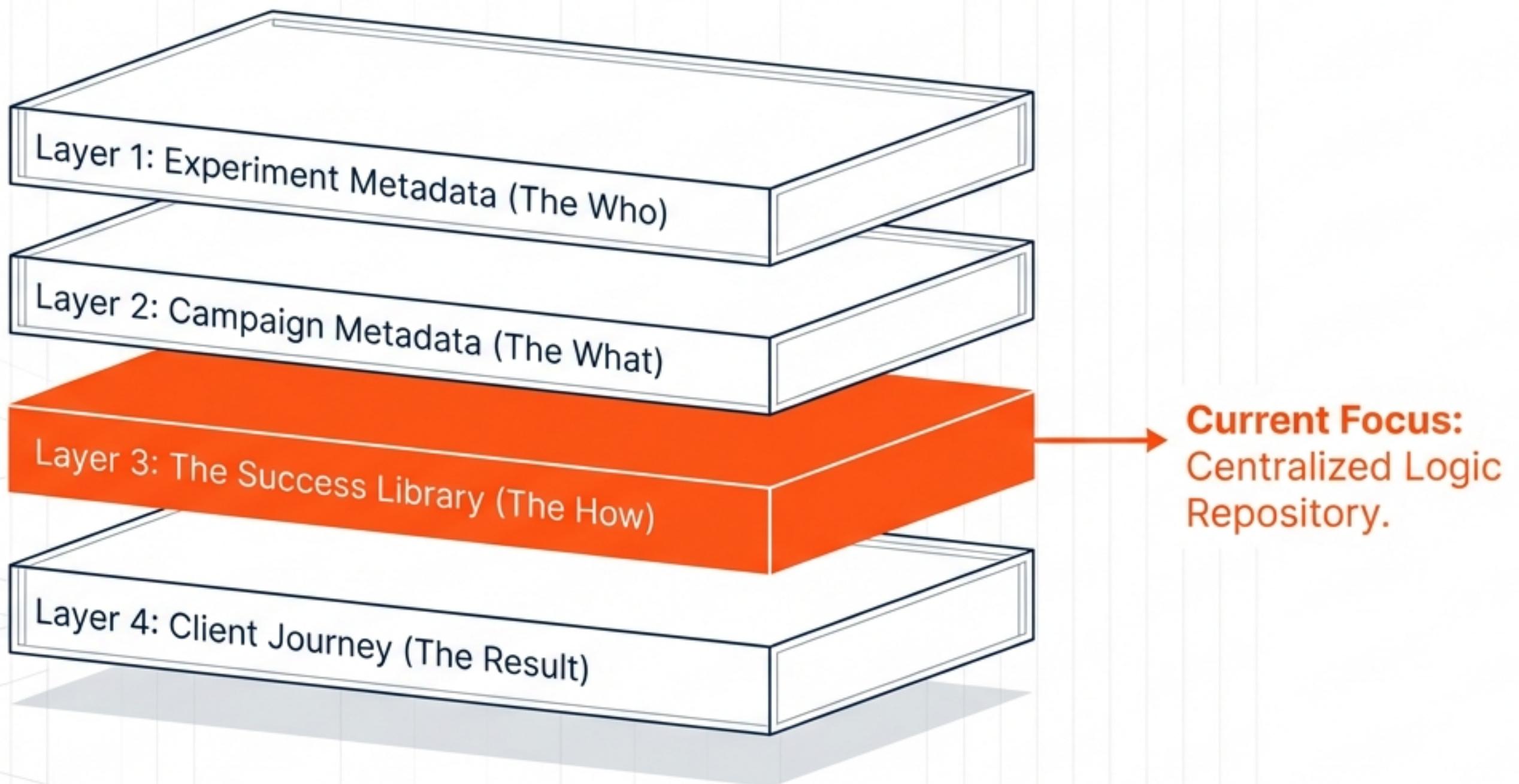
Standardized Governance.



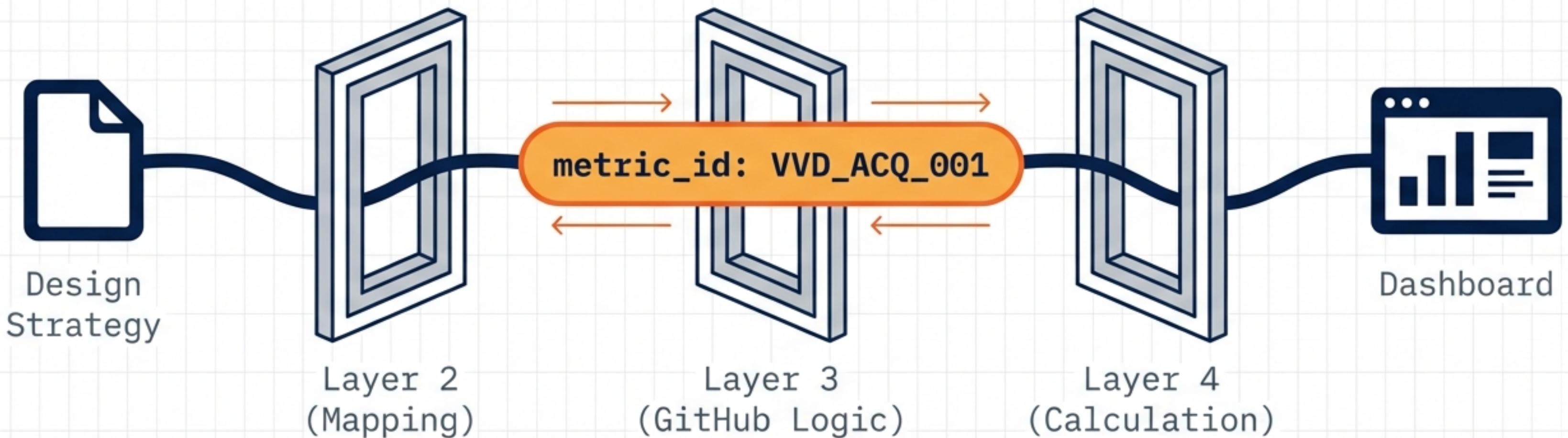
Auditability & Consistency.

The Solution: SuperFact Architecture

Connecting Design to Dashboards



The ‘Golden Key’ unifies the architecture.

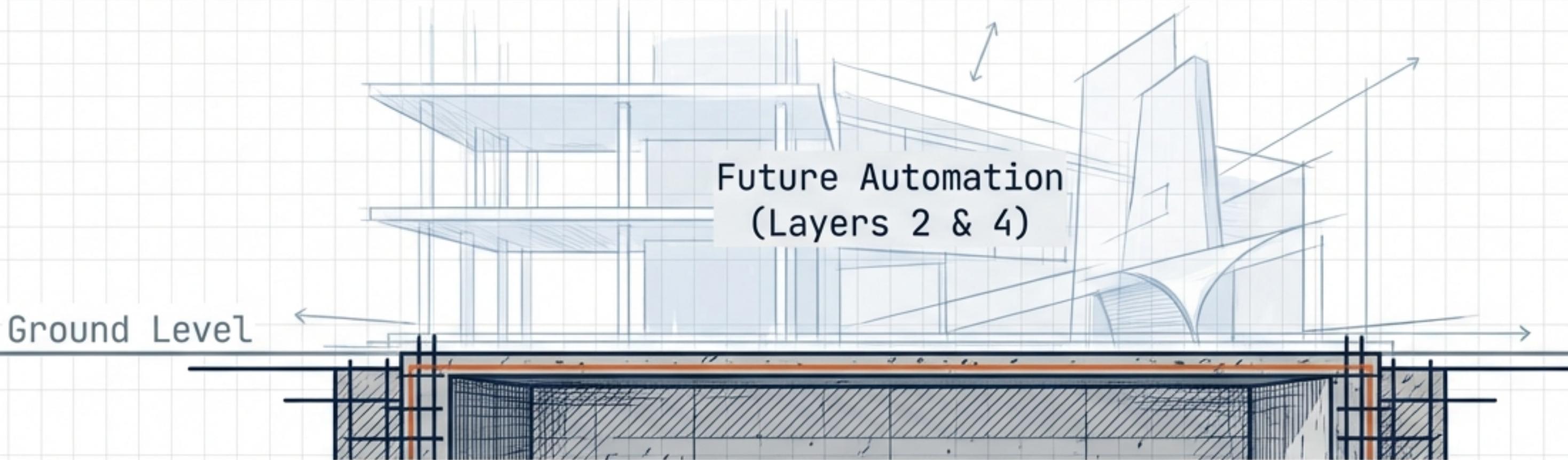


Vision: Automated 'Day 1' Output

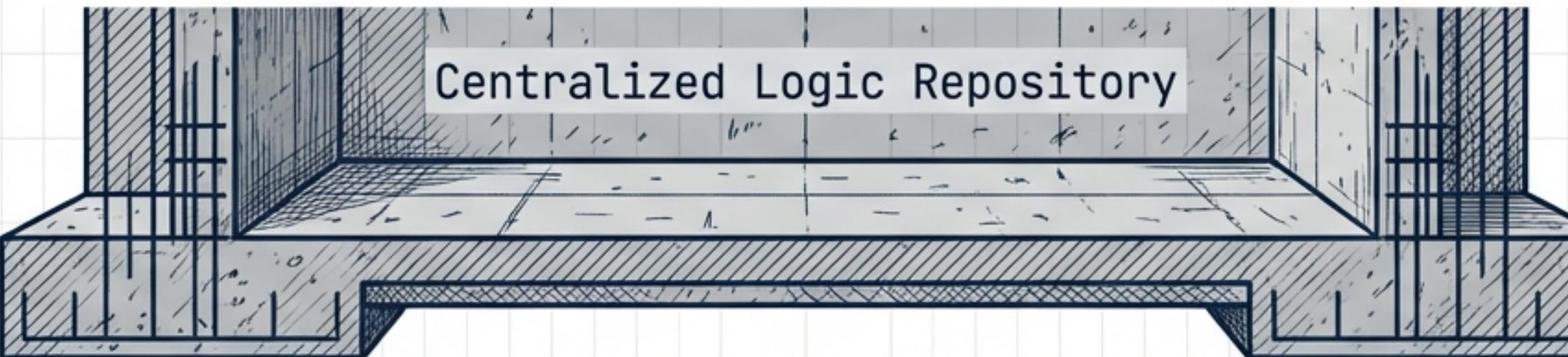
CAMPAIGN	EXPERIMENT	PRIMARY METRIC	ATTRITION	2+ PRODUCTS	ENGAGEMENT
FTH: FHSA Lead	Expansion	Mortgage Funded 4%	1%	30%	40%
MVP: TPA Nurture	Education	Card Open	0.4% 1%	20%	45%

NBA OKRs:
On-by-Default Metrics
(Auto-Populated).

You cannot automate what you have not defined.



LAYER 3: THE SUCCESS LIBRARY

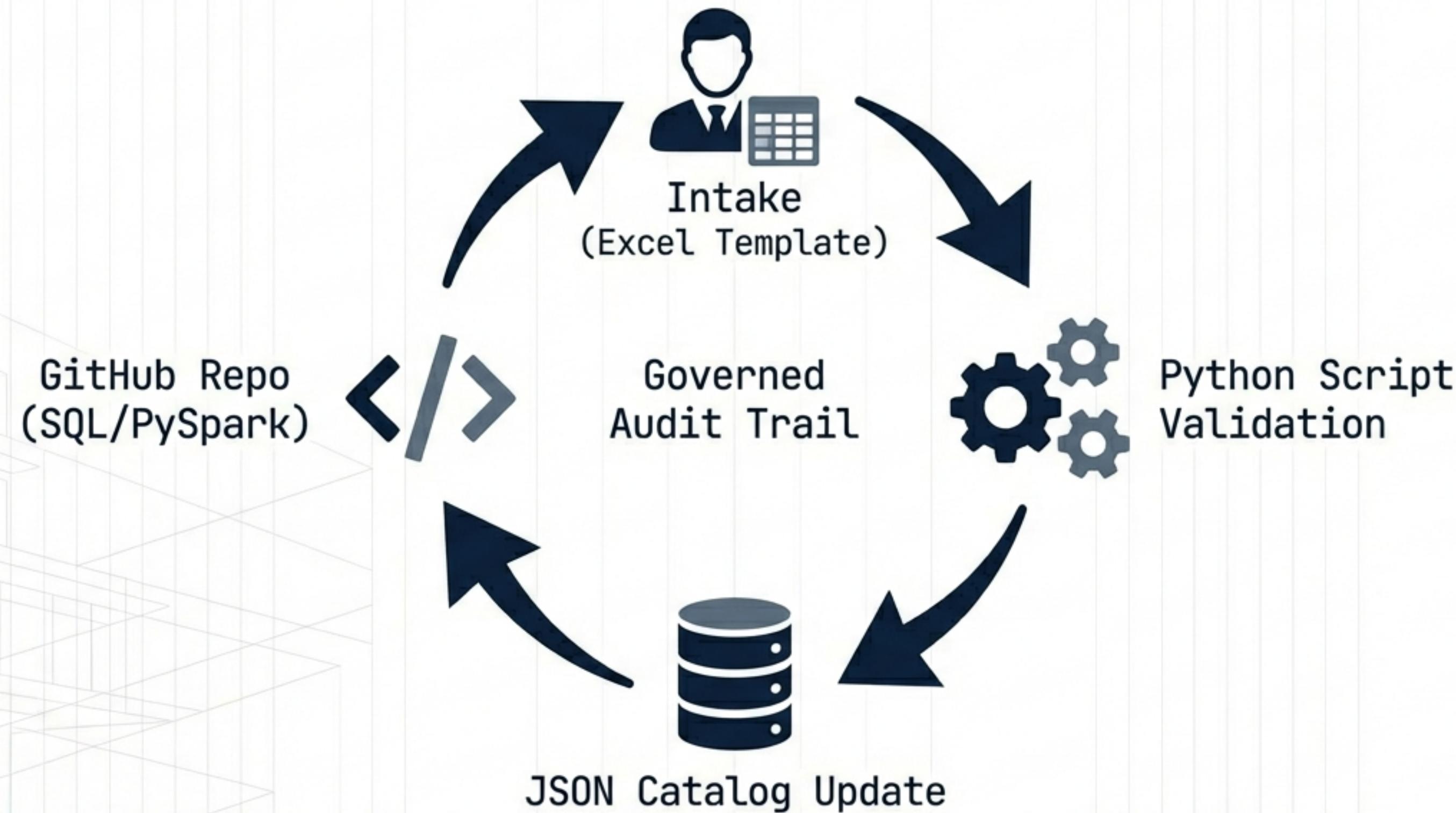


Status: The Governance Framework is Built.

A screenshot of a web-based application titled "Metric Catalog". The interface includes a search bar at the top labeled "Search metrics...". Below the search bar, the title "Metric Catalog" is displayed. A table follows, containing three rows of data:

Product	VVD_ACQ_001 Acquisition Visa Debit
Type	CC_ACQ_001 Acquisition Credit Card
Pillar	MTG_ACQ_001 Acquisition Mortgage

The Success Library Workflow



“LEGO Brick” Logic

Build once, use everywhere.

Dual Implementation

Metric ID: CC_ACQ_001



Data Warehouse

SELECT *
FROM...
(SQL)

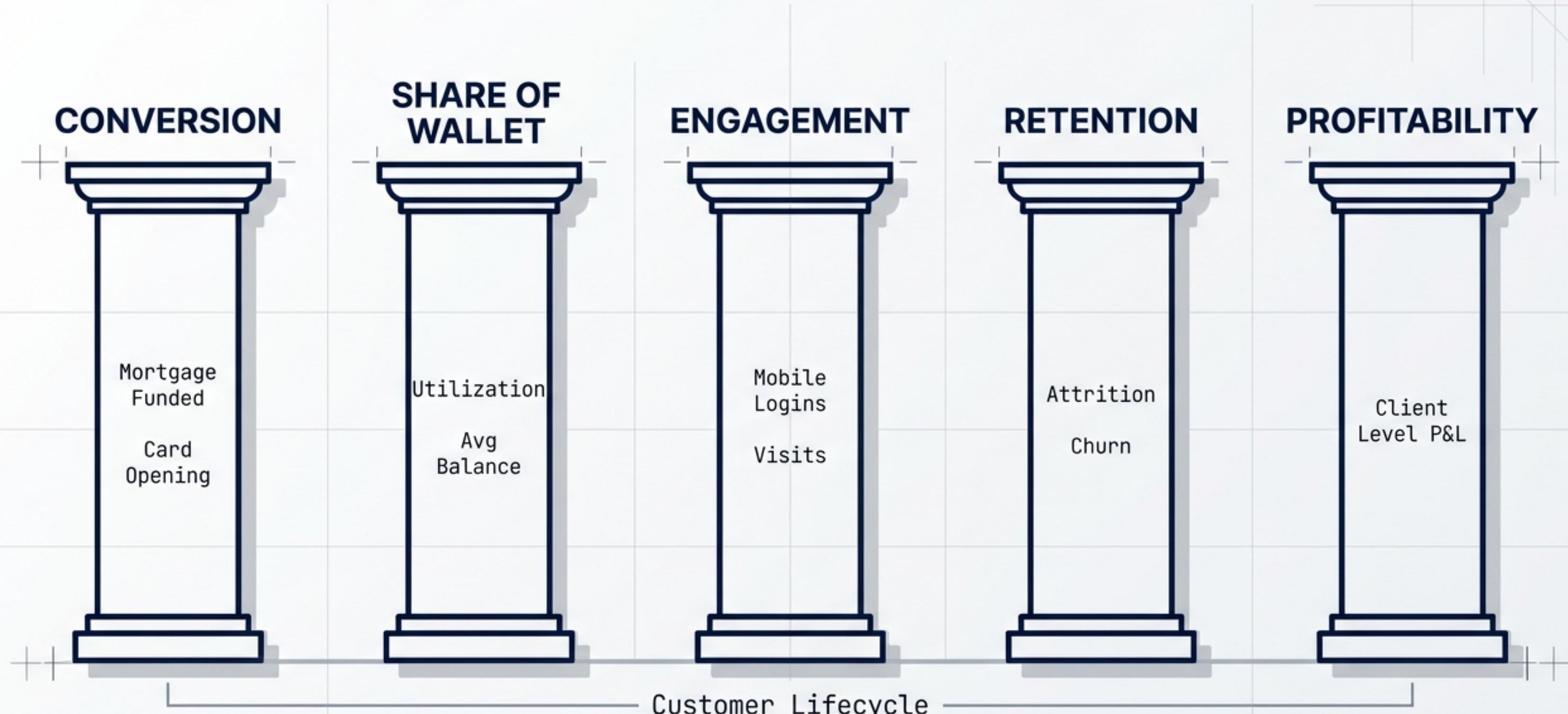


Data Lake / Hive

spark.sql(...
(PySpark))

Consistent Business Definition

Five Measurement Pillars



Hunting vs. Farming

	Current State (Hunting)	Future State (Farming)
Traceability	No tracking / Data Debt	Full Lineage Design-to-Result
Speed	Weeks of manual prep	Day 1 Automated Reporting
Documentation	Scattered / Ad-hoc	On-Demand & Version Controlled

Unlocking Strategic Agility



Real-time Value Capture



MVP Feedback Loops



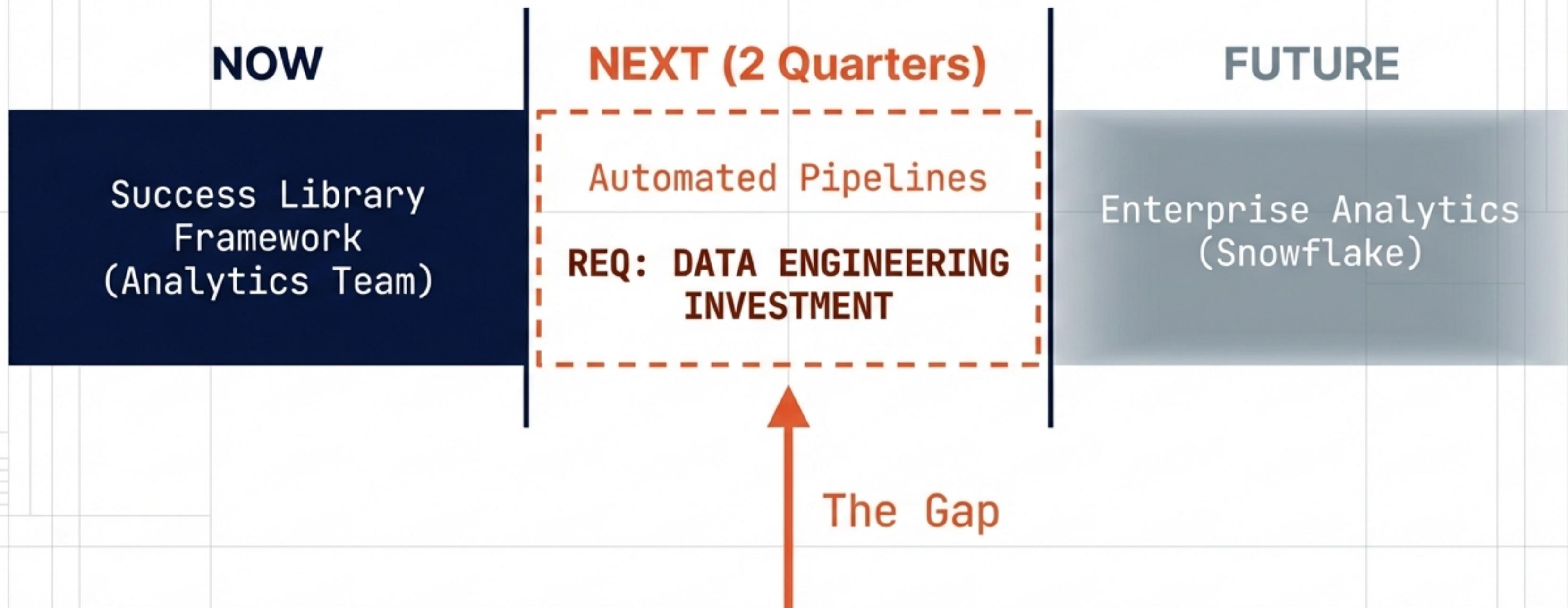
AI / LLM Readiness

Clean metadata enables natural language querying.



Automated QBRs

Roadmap & Requirements



The Governance Backbone



1. **Sponsorship:** Mandate governed metrics.
2. **Adoption:** Onboard analytics teams.
3. **Investment:** Approve Data Engineering resources.

BUILD THE BRIDGE.