

Tech-Enabled Innovation:

A Data Analytics Strategy

Defining the Problem

We must help M Corp - a B2B manufacturing company, create an analytics strategy as an end - to - end solution for data collection, configuration, visualization, reporting, and analysis.

Questions?

Team Questions

1. How is data currently collected and integrated into their systems?
2. What specific metrics, KPIs, and reporting requirements does the client have for measuring the success of marketing campaigns?

Client Questions

1. Where did the other agency involved in your marketing efforts leave off?
2. Can you elaborate on how data will be shared with Trellist for analysis and reporting purposes?

The TXS Strategy Stack

Data Collection

How can we consume data that is relevant, timely and accurate?

Data Configuration

How can we ensure that data access is shared correctly efficiently?

Data Visualization

How can we ensure that we are only building the most relevant KPIs?

Data Reporting

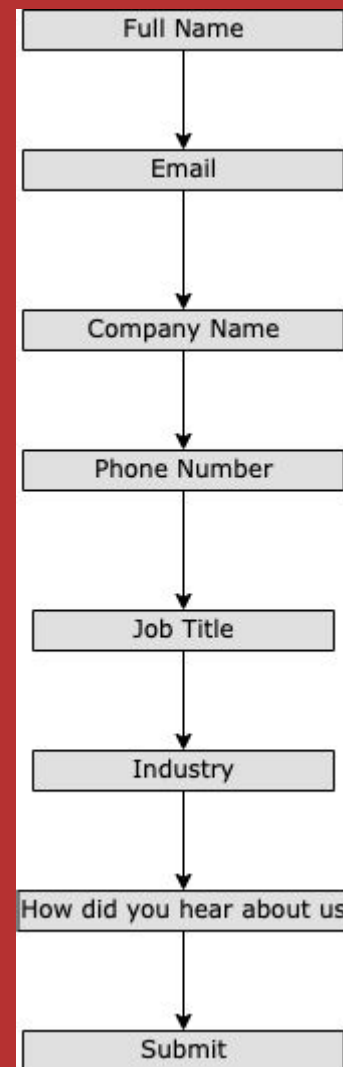
How can we distribute the right information to the right party consistently?

Data Collection

- General Requirements look like documentation, utm processes, and Tooling.
- Resources might include Excel, SQL and an API/Development plan.
- Key metrics to include would look like lead conversion rate, open rate, users and time on page. Finally, CPL would be also be ideal.



Envisioning Data Collection



Data Configuration

- Data Documentation would look like incorporating access and roles by creating a command doc with the contents and how to's.
- Ensuring data stays TACC.
- Data Validation would be helping clear up any confusion about duplicate numbers and potential data quality issues.

Data Visualization & Access

- The visualization piece would look like a low start-up cost tool.
- The audience that would need to have access include analysts, executives and middle managers who help delegate access and controls.

Reporting & Analytics

- Campaign effectiveness can be monitored at a macro level using this information architecture.
- The TXS Stack is the best low cost option that would allow the org to scale for a more robust data tool/process stack.
- Other ways to leverage this data could look like creating a truly robust data attribution model.



Questions?

Thank You!