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## Plan Overview

*A Data Management Plan created using DMPOnline.be*

**Title:** The psychology of marketing metrics

**Creator:** Bart De Langhe

**Principal Investigator:** Bart De Langhe

**Data Manager:** n.n., n.n.

**Project Administrator:** n.n., n.n.

**Affiliation:** KU Leuven (KUL)

**Template:** KU Leuven BOF-IOF

**Principal Investigator:** Bart De Langhe

**Data Manager:** n.n. n.n., n.n. n.n.

### Project abstract:

In recent years, the marketing function has undergone a significant transformation, fueled by advancements in sensor technology, data storage, and computing power. As a result, many companies have made substantial investments in data analytics, leading to a growing emphasis on data-driven decisions among marketing practitioners. For today's marketers, metrics are essential tools for measuring and optimizing performance. While data is often seen as the key to making good decisions, providing data alone is not sufficient. To truly leverage data, individuals must transform it into valuable insights. However, while there has been an increasing emphasis on data-driven decision making in marketing, little or no behavioral research has examined how marketing managers (mis)understand marketing metrics. Behavioral research on data analytics in marketing is scarce but essential for improving the effectiveness of data-driven decision making.

**ID:** 213672

**Start date:** 01-10-2024

**End date:** 30-09-2028

**Last modified:** 27-03-2025

## The psychology of marketing metrics

### Research Data Summary

List and describe all datasets or research materials that you plan to generate/collect or reuse during your research project. For each dataset or data type (observational, experimental etc.), provide a short name & description (sufficient for yourself to know what data it is about), indicate whether the data are newly generated/collected or reused, digital or physical, also indicate the type of the data (the kind of content), its technical format (file extension), and an estimate of the upper limit of the volume of the data.

Dataset name / ID	Description	New or reuse	Digital or Physical data	Data Type	File format	Data volume	Physical volume
		<i>Indicate: N(ew data) or E(xisting data)</i>	<i>Indicate: D(igital) or P(hysical)</i>	<i>Indicate: Audiovisual Images Sound Numerical Textual Model Software Other (specify)</i>		<i>Indicate: &lt;1GB &lt;100GB &lt;1TB &lt;5TB &gt;5TB NA</i>	
Qualtrics data	Experimental data exported from Qualtrics surveys	N	D	N and T	.csv	<1GB	NA

If you reuse existing data, please specify the source, preferably by using a persistent identifier (e.g. DOI, Handle, URL etc.) per dataset or data type:

We do not reuse existing data.

Are there any ethical issues concerning the creation and/or use of the data (e.g. experiments on humans or animals, dual use)? If so, refer to specific datasets or data types when appropriate and provide the relevant ethical approval number.

- Yes, human subject data (Provide SMEC or EC approval number below)

SMEC approval pending (approval number *G-2024-8079*)

Will you process personal data? If so, please refer to specific datasets or data types when appropriate and provide the KU Leuven or UZ Leuven privacy register number (G or S number).

- No

Does your work have potential for commercial valorization (e.g. tech transfer, for example spin-offs, commercial exploitation, ...)? If so, please comment per dataset or data type where appropriate.

- No

Do existing 3rd party agreements restrict exploitation or dissemination of the data you (re)use (e.g. Material or Data transfer agreements, Research collaboration agreements)? If so, please explain in the comment section to what data they relate and what restrictions are in place.

- No

Are there any other legal issues, such as intellectual property rights and ownership, to be managed related to the data you (re)use? If so, please explain in the comment section to what data they relate and which restrictions will be asserted.

- No

#### Documentation and Metadata

Clearly describe what approach will be followed to capture the accompanying information necessary to keep data understandable and usable, for yourself and others, now and in the future (e.g. in terms of documentation levels and types required, procedures used, Electronic Lab Notebooks, README.txt files, codebook.tsv etc. where this information is recorded).

All data will be loaded into Researchbox (<https://researchbox.org/>). A description of each variable in the dataset is added to a codebook upon adding the data to research box.

Will a metadata standard be used to make it easier to find and reuse the data?

If so, please specify which metadata standard will be used.

If not, please specify which metadata will be created to make the data easier to find and reuse.

- No

Data will be stored on Researchbox. Each dataset has its own codebook.

#### Data Storage & Back-up during the Research Project

Where will the data be stored?

- Other (specify below)

We create an online repository on Researchbox (<https://researchbox.org/>) to which we upload our project files (including data).

How will the data be backed up?

- Personal back-ups I make (specify below)

We use a shared Dropbox.

**Is there currently sufficient storage & backup capacity during the project?**

**If no or insufficient storage or backup capacities are available, explain how this will be taken care of.**

- Yes

**How will you ensure that the data are securely stored and not accessed or modified by unauthorized persons?**

Only people who collaborate on a Researchbox have access to it. This works via a log-in system.

**What are the expected costs for data storage and backup during the research project? How will these costs be covered?**

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#### **Data Preservation after the end of the Research Project**

**Which data will be retained for 10 years (or longer, in agreement with other retention policies that are applicable) after the end of the project?**

**In case some data cannot be preserved, clearly state the reasons for this (e.g. legal or contractual restrictions, storage/budget issues, institutional policies...).**

- All data will be preserved for 10 years according to KU Leuven RDM policy

**Where will these data be archived (stored and curated for the long-term)?**

- Other (specify below)

<https://researchbox.org>

**What are the expected costs for data preservation during the expected retention period? How will these costs be covered?**

NA

#### **Data Sharing and Reuse**

**Will the data (or part of the data) be made available for reuse after/during the project?  
Please explain per dataset or data type which data will be made available.**

- Yes, as open data

We anonymize the dataset before posting. This is a research box standard.

If access is restricted, please specify who will be able to access the data and under what conditions.

N/A

Are there any factors that restrict or prevent the sharing of (some of) the data (e.g. as defined in an agreement with a 3rd party, legal restrictions)?

Please explain per dataset or data type where appropriate.

- No

Where will the data be made available?

If already known, please provide a repository per dataset or data type.

- Other data repository (specify below)

<https://researchbox.org>

When will the data be made available?

- Upon publication of research results

Which data usage licenses are you going to provide?

If none, please explain why.

- CC-BY 4.0 (data)

Do you intend to add a persistent identifier (PID) to your dataset(s), e.g. a DOI or accession number? If already available, please provide it here.

- No

The data is accessible through Researchbox, but it won't receive a PID.

What are the expected costs for data sharing? How will these costs be covered?

NA

## Responsibilities

Who will manage data documentation and metadata during the research project?

PhD researchers

**Who will manage data storage and backup during the research project?**

PhD researchers

**Who will manage data preservation and sharing?**

PhD researchers

**Who will update and implement this DMP?**

PhD researchers