The Marketing Analytics Canvas
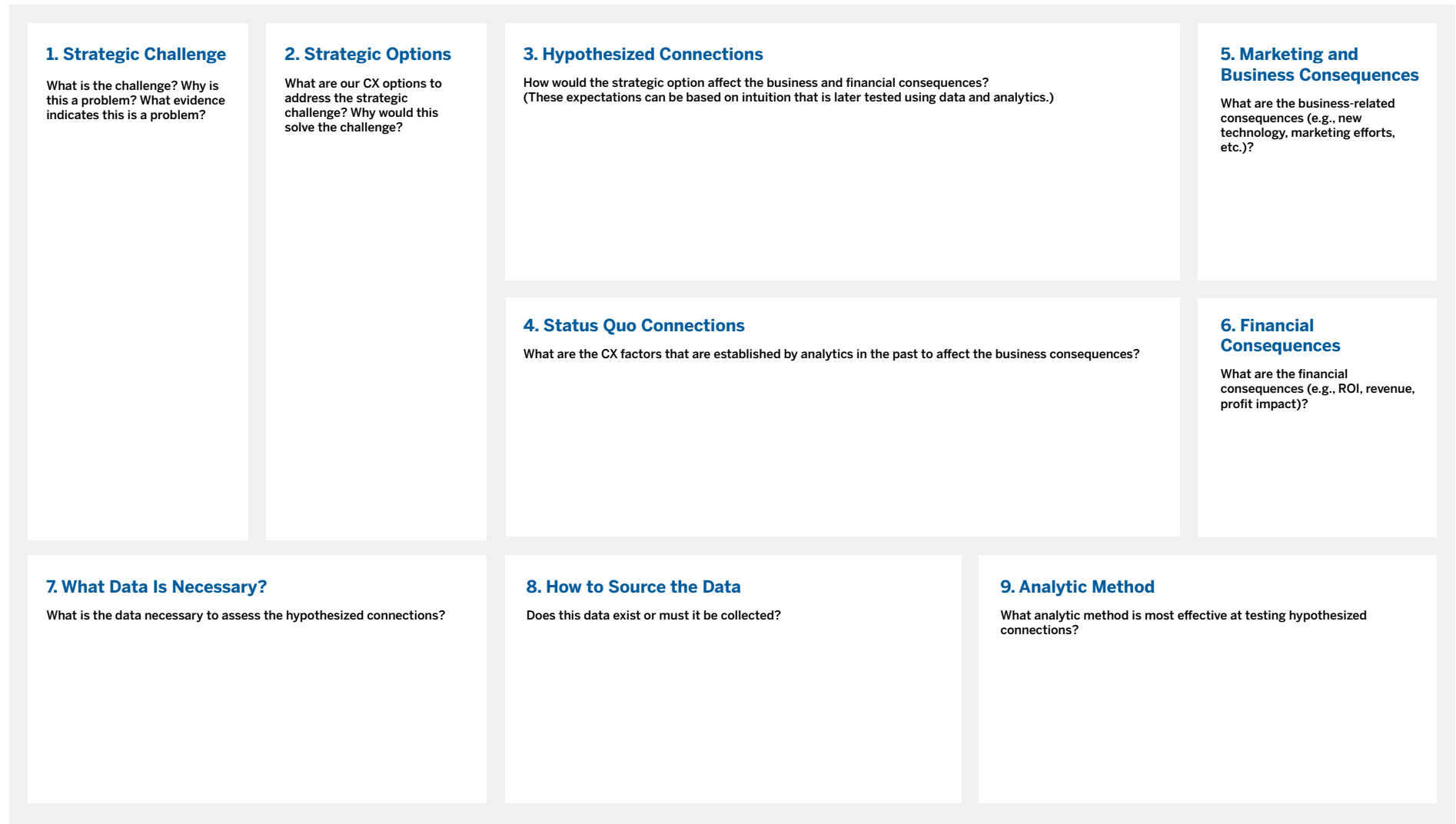
This tool provides marketers with a framework for solving customer experience challenges with data and analytics.

1. Strategic Challenge

What is the challenge? Why is this a problem? What evidence indicates this is a problem?

2. Strategic Options

What are our CX options to address the strategic challenge? Why would this solve the challenge?

3. Hypothesized Connections

How would the strategic option affect the business and financial consequences?
(These expectations can be based on intuition that is later tested using data and analytics.)

5. Marketing and Business Consequences

What are the business-related consequences (e.g., new technology, marketing efforts, etc.)?

4. Status Quo Connections

What are the CX factors that are established by analytics in the past to affect the business consequences?

6. Financial Consequences

What are the financial consequences (e.g., ROI, revenue, profit impact)?

7. What Data Is Necessary?

What is the data necessary to assess the hypothesized connections?

8. How to Source the Data

Does this data exist or must it be collected?

9. Analytic Method

What analytic method is most effective at testing hypothesized connections?

Source: Kimberly A. Whitler and Raj Venkatesan, "How Marketers Can Address Data Challenges to Drive Growth," *MIT Sloan Management Review*, Dec. 6, 2021.