DATA MODEL MEASURE DEFINITIONS
Multi-Channel Marketing Attribution Analysis

1. BASIC AGGREGATIONS:

Measure Name: Total Ad Spend
DAX Formula: SUM(Fact_Touchpoints[ad_spend])
Description: Sum of all marketing spend across all touchpoints
Business Use: Track total marketing investment

Measure Name: Total Revenue
DAX Formula:: SUM(Fact_Touchpoints[deal_value])
Description: Sum of all deal values from closed deals
Business Use: Track total revenue generated from marketing efforts

Measure Name: Total Clicks
DAX Formula: SUM(Fact_Touchpoints[clicks])
Description: Sum of all clicks across all campaigns
Business Use: Measure engagement level across channels

Measure Name: Total Impressions
DAX Formula: SUM(Fact_Touchpoints[impressions])
Description: Sum of all ad impressions served
Business Use: Track marketing reach and visibility

Measure Name: Total Conversions
DAX Formula: SUM(Fact_Touchpoints[deal_closed])
Description: Count of all closed deals
Business Use: Track conversion volume

Measure Name: Total Touchpoints
DAX Formula: COUNTROWS(Fact_Touchpoints)
Description: Total number of marketing touchpoints
Business Use: Understand customer journey complexity

Measure Name: Total MQLs
DAX Formula: SUM(Fact_Touchpoints[mql_generated])
Description: Sum of Marketing Qualified Leads generated
Business Use: Track top-of-funnel performance

2. AVERAGE CALCULATIONS:

Measure Name: Average CTR
DAX Formula: AVERAGE(Fact_Touchpoints[click_through_rate])
Description: Mean click-through rate across all touchpoints
Business Use: Benchmark ad creative effectiveness

Measure Name: Average CPC
DAX Formula: AVERAGE(Fact_Touchpoints[cost_per_click])
Description: Mean cost per click across campaigns
Business Use: Monitor cost efficiency of paid channels

Measure Name: Average Deal Value
DAX Formula: AVERAGE(Fact_Touchpoints[deal_value])
Description: Mean value of closed deals
Business Use: Understand deal size trends

3. RATIO AND EFFICIENCY METRICS

Measure Name: ROAS

DAX Formula: DIVIDE([Total Revenue], [Total Ad Spend], 0)

Description: Return on Ad Spend ratio - revenue generated per dollar spent

Business Use: Primary ROI metric for marketing performance

Target: Greater than 3.0 indicates a healthy return

Measure Name: ROI Percentage

DAX Formula: DIVIDE([Total Revenue] - [Total Ad Spend], [Total Ad Spend], 0) * 100

Description: Return on Investment as a percentage

Business Use: Compare profitability across channels.

Target: Above 200 percent is a strong performance

Measure Name: Conversion Rate

DAX Formula: DIVIDE([Total Conversions], COUNTROWS(Fact_Touchpoints), 0) * 100

Description: Percentage of touchpoints that result in closed deals

Business Use: Measure marketing effectiveness

Target: 10 to 15 percent for B2B SaaS

Measure Name: Cost Per Acquisition

DAX Formula: DIVIDE([Total Ad Spend], [Total Conversions], 0)

Description: Average cost to acquire one customer

Business Use: Monitor acquisition efficiency and set channel budgets.

Target: Should be less than one-third of the average deal value

Measure Name: MQL to SQL Rate
DAX Formula: DIVIDE(SUM(Fact_Touchpoints[sql_generated]), [Total MQLs], 0) * 100
Description: Conversion rate from Marketing Qualified to Sales Qualified Leads
Business Use: Measure lead quality and sales alignment.
Target: 30 to 50 percent indicates good lead quality

4. TIME INTELLIGENCE MEASURES

Measure Name: Total Revenue LY
DAX Formula: CALCULATE([Total Revenue], SAMEPERIODLASTYEAR(Dim_Date[full_date]))
Description: Revenue from the same period last year
Business Use: Year-over-year comparison baseline

Measure Name: Revenue YoY Growth
DAX Formula: DIVIDE([Total Revenue] - [Total Revenue LY], [Total Revenue LY], 0) * 100
Description: Year-over-year revenue growth percentage
Business Use: Track annual growth trends and seasonality.
Target: 20 to 40 percent YoY growth for growth-stage SaaS

Measure Name: Total Revenue LM
DAX Formula:CALCULATE([Total Revenue], DATEADD(Dim_Date[full_date], -1, MONTH))
Description: Revenue from the previous month
Business Use: Month-over-month comparison baseline

Measure Name: Revenue MoM Growth
DAX Formula: DIVIDE([Total Revenue] - [Total Revenue LM], [Total Revenue LM], 0) * 100
Description: Month-over-month revenue growth percentage
Business Use: Monitor short-term performance trends
Target: Consistent positive growth indicates momentum

5. ADVANCED ANALYTICS

Measure Name: Channel Performance Score
DAX Formula:([ROAS] * 0.4) + ([Conversion Rate] * 0.3) + (100 - [Cost Per Acquisition] / 100 * 0.3)
Description: Composite score weighing ROAS at 40 percent, Conversion Rate at 30 percent, and inverted CPA at 30 percent
Business Use: Holistic channel ranking for budget allocation.
Interpretation: Higher scores indicate better overall channel performance

NOTES:

- All DIVIDE functions include zero as the third parameter to handle division by zero errors.
- Time intelligence measures require a proper date table relationship.
- Measures are stored in a centralized _Measures table for organization. All percentage measures are multiplied by 100 for readability

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