





# Kutlu Canlıoğlu | Portfolio





BBBC Global News

**DAZN**

How will we measure them?















# How will we measure these customer outcomes?

- *Decrease in time to settled playback,  
Monthly attitudinal surveys*
- *Monthly attitudinal surveys,  
Qualitative user research*
- *Increase in social media footprint,  
Increase in product advocacy*
- *Monthly attitudinal surveys,  
Increase in product advocacy*