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Resource 1

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Executive Summary

This framework provides a comprehensive marketing analytics dashboard strategy specifically designed for travel and hospitality companies like Airbnb. The framework is built on proven best practices from leading technology companies and incorporates industry-specific metrics critical for marketplace and booking-driven businesses.

Framework Purpose:

- Establish a unified view of marketing performance across all channels and touchpoints
- Enable data-driven decision making through actionable insights
- Optimize customer acquisition, retention, and revenue growth
- Ensure operational excellence and platform reliability

How to Use This Framework:

1. **Prioritization:** Start with High priority dashboards to establish foundational measurement
2. **Phased Implementation:** Roll out dashboards in 3-month cycles, focusing on business value
3. **Stakeholder Alignment:** Match dashboard audiences to ensure relevant access and adoption
4. **Continuous Optimization:** Review and iterate dashboards quarterly based on business needs

Key Success Factors:

- Ensure data quality and consistency across all sources
- Establish clear ownership and maintenance processes
- Implement automated alerting for critical metrics
- Regular training and adoption programs for stakeholders

The framework covers 6 essential categories spanning the entire marketing and business lifecycle, from initial customer acquisition through advanced attribution modeling. Each dashboard is designed to be actionable, with clear business value and implementation guidance.

Marketing Analytics Dashboard Framework

Dashboard Category	Dashboard Name	Key Metrics	Metric Definition	Measurement Method	Data Source	Report Frequency	Primary Use Case	Stakeholders	Business Value	Implementation Priority
Acquisition & Performance Marketing	Paid Media Performance Dashboard	CAC, ROAS, CTR, CPC, Conversion Rate	Custom Acquisition Cost, Return on Ad Spend, Click-through Rate, Cost per Click, Booking Conversion Rate	Attribution tracking UTM parameters, pixel tracking	Facebook Ads, Google Ads, TikTok, Programmatic platform, Internal booking system	Daily	Optimize ad spend allocation and campaign performance	Marketing Team, CMO	Perform market acquisition costs by 15-20%, improve ROAS	High
Acquisition & Performance Marketing	Channel Attribution Dashboard	First-touch attribution, Last-touch attribution, Multi-touch attribution, Channel overlap	Credit assignment across marketing touchpoints for booking	Data-driven attribution models	All digital channels, CRM, Web cookie and user ID matching	Weekly	Understand channel contribution and optimize budget allocation	Marketing Science, Finance CMO	Improve budget allocation efficiency by 10-15%	High
Acquisition & Performance Marketing	Campaign Performance Scorecard	Impressions, Clicks, Spend, Booking Revenue, Frequency	Campaign level performance metrics with breakdown by creative audience placement	Campaign tracking, conversion pixel, cohort analysis	Ad platform APIs, Internal analytic	Daily	Real-time campaign optimization and creative performance	Campaign Management, Creative Team	Increase campaign efficiency by 20-25%	High

Dashboard Category	Dashboard Name	Key Metrics	Metric Definition	Measurement Method	Data Source	Report Frequency	Primary Use Case	Stakeholders	Business Value	Implementation Priority
Acquisition & Performance Marketing	Organic Search & SEO Dashboard	Organic traffic, Keyword ranking, Search visibility, Organic conversion rate	Performance of non-paid search traffic and SEO efforts	Search console data, ranking tools, organic conversion tracking	Google Search Console, SEMrush, Internal analytic	Weekly	Optimize organic search strategy and content	SEO Team, Content Marketing	Reduce paid search dependency by increasing organic traffic 30%	Medium
Acquisition & Performance Marketing	Affiliate & Partner Marketing Dashboard	Partner driven booking rates, Partner ROI, Partner lifetime value	Performance of affiliate partners and marketi	Partner tracking links, commis	Affiliate network, Partner APIs, Commis	Weekly	Manage partner relation and optimize commis	Partner Team, Finance	Diversify acquisition channels, reduce reliance on paid media	Medium
Acquisition & Performance Marketing	Creative Performance Analytics	Creative engagement rate, Creative fatigue index, A/B test results, Creative ROI	Performance analysis of creative assets	Creative testing framework, engage	Creative management platform, Ad platform, A/B testing tools	Weekly	Optimize creative strategy and prevent ad fatigue	Creative Team, Performance Marketing	Improve creative performance by 15-20%	Medium

Dashboard Category	Dashboard Name	Key Metrics	Metric Definition	Measurement Method	Data Source	Report Frequency	Primary Use Case	Stakeholders	Business Value	Implementation Priority
Custom Journey & Conversion Analytics	Booking Funnel Analysis	Funnel conversion rates, Drop-off points, Time to conversion, Funnel optimization opportunities	Detailed analysis of user journey from search to booking	Funnel tracking event logging, cohort analysis	Web analytic, Mobile analytic, Backend booking system	Daily	Identify and fix conversion bottlenecks	Product Team, UX Design, Marketing	Increase booking conversion rate by 10-15%	High
Custom Journey & Conversion Analytics	Customer Lifetime Value Dashboard	CLV by segment, CLV by acquisition channel, Repeat booking rate, Custom retention curves	Comprehensive view of customer value over time	Cohort analysis statistic, modeling revenue tracking	CRM, Booking system, Payment process	Monthly	Optimize customer acquisition and retention strategies	Marketing, Finance, Product	Increase CLV by 20-25%	High
Custom Journey & Conversion Analytics	Lead Progress Tracking	Lead volume, Lead quality score, Lead-to-booking conversion, Time to conversion	Tracking of potential customers through the consideration funnel	Lead scoring, progress profiling, conversational tracking	CRM, Marketing automation, Web analytic	Weekly	Optimize lead nurturing and qualification process	Marketing, Operations, Sales	Improve lead conversion by 15-20%	High

Dashboard Category	Dashboard Name	Key Metrics	Metric Definition	Measurement Method	Data Source	Report Frequency	Primary Use Case	Stakeholders	Business Value	Implementation Priority
Custom Journey & Conversion Analytics	Cross-Device Journey Mapping	Cross-device users, Device switch patterns, Multi-device convers paths	Understand how users interact across multiple devices	Device fingerprint user ID matching, cross-device tracking	Web analytic, Mobile analytic, User identity platform	Monthly	Optimize multi-device user experience	Product Team, UX Design	Improve attribution accuracy by 25%	Medium
Custom Journey & Conversion Analytics	Retention & Churn Analysis	Monthly retention rate, Churn prediction score, Re-engage success rate, Win-back campaign	Analysis of customer retention patterns and churn prevent	Cohort analysis, predictive modeling, behavioral segmentation	CRM, Booking system, Email platform	Monthly	Reduce churn and increase customer retention	CRM Team, Product Marketing	Reduce churn by 20%, increase retention by 15%	High
Custom Journey & Conversion Analytics	User Segment Dashboard	Behavioral segmentation, Value-based segmentation, Lifecycle stage distribution, Segment performance	Comprehensive customer segmentation and performance tracking	Machine learning clustering, RFM analysis, behavioral tracking	CRM, Analytic platform, Booking system	Monthly	Personalized marketing and product experience	Marketing, Product Data Science	Improve segment-specific conversion by 25%	Medium
Revenue & Business Performance	Revenue Performance Dashboard	Total booking revenue, Revenue per booking, Average daily rate	Core revenue metrics, Revenue and growth tracking	Revenue tracking statistics, cohort analysis	Booking system, Payment process, Financial systems	Daily	Monitor business performance and revenue trends	Finance Executive Team, Investors	Track toward revenue goals, identify growth opportunities	High

Dashboard Category	Dashboard Name	Key Metrics	Metric Definition	Measurement Method	Data Source	Report Frequency	Primary Use Case	Stakeholder	Business Value	Implementation Priority
		(ADR), Revenue growth rate								
Revenue & Business Performance	Unit Economic Dashboard	Unit margin, Payback period, LTV/CA ratio, Gross margin per booking	Detailed profitability analysis at unit level	Financial modeling cost allocation margin analysis	Financial systems Cost centers Booking system	Monthly	Understand profitability and optimize unit economy	Finance Strategy Executive Team	Improve unit economy by 10-15%	High
Revenue & Business Performance	Market Performance Analytics	Market share, Competitor pricing, Market analysis and demand forecasting, Market penetration	Perform market research by geographies and demographics	Market competition intelligence and demand modeling	Market research tools, Competitor data, Internal analytic	Monthly	Optimize market strategy and expansion decisions	Strategic Marketing Business Development	Identify new market opportunities and optimized pricing	Medium
Revenue & Business Performance	Host/Supplier Performance Dashboard	Host earnings, Listing utilization, Host retention rate, Supply quality metrics	Perform metrics for supply-side of market	Host analytic listing performance tracking quality scoring	Host platform, Listing management, Quality systems	Weekly	Optimize host experience and supply quality	Host Operations Product	Increase host satisfaction and supply quality	High
Revenue & Business Performance	Seasonal & Demand Analysis	Seasonal demand patterns, Peak booking periods, Capacity	Analysis of seasonal trends and demand capacity patterns	Time series analysis, demand forecast, capacity modeling	Booking system, External data sources, Historic analytic	Monthly	Optimize capacity planning and seasonal strategies	Revenue Management Operational Marketing	Optimize capacity utilization by 15-20%	Medium

Dashboard Category	Dashboard Name	Key Metrics	Metric Definition	Measurement Method	Data Source	Report Frequency	Primary Use Case	Stakeholders	Business Value	Implementation Priority
		utilization, Demand, elasticity								
Revenue & Business Performance	Geographic Performance Dashboard	Revenue by region, Market penetration, Local competitor analysis, Regional growth rates	Geographic breakdown of business performance	Geographic location intelligence, market analysis	Booking system, Geographical data, Market research	Monthly	Optimize geographic expansion and local strategies	Business Development, Marketing Strategy	Identify expansion opportunities, optimize local performance	Medium
Product & User Experience Analytics	User Engagement Dashboard	Daily/Weekly active users, Session duration, Page views per session, Feature adoption rate	Core engagement metrics for platform usage	Event tracking session analytic feature usage tracking	Web analytic, Mobile analytic, Product analytic	Daily	Monitor product engagement and user satisfaction	Product Team, UX Design, Engineering	Increase user engagement by 20%	High
Product & User Experience Analytics	Feature Adoption Analytics	Feature usage rate, Time to adoption, Feature retention, User journey through features	Detailed analysis of new feature performance	Feature flagging event tracking cohort analysis	Product analytic, Feature management, A/B testing platform	Weekly	Optimize feature development and user onboarding	Product Team, Engineers, Data Science	Improve feature adoption by 25-30%	High
Product & User	Search &	Search conversion rate,	Performance of search	Search analytic relevance	Search platform, Product	Weekly	Optimize search experience	Product Team, Search Engine Optimization	Improve search conversion	High

Dashboard Category	Dashboard Name	Key Metrics	Metric Definition	Measurement Method	Data Source	Report Frequency	Primary Use Case	Stakeholder	Business Value	Implementation Priority
Experience & Analytics	Discover Analytics	Search abandon rate, Filter usage, Search result relevance	and discover function	scoring user behavior tracking	analytic User research		and content discovery	Search Engine	by 15-20%	
Product & User Experience Analytics	Mobile App Performance	App store ratings, App crashes, Load times, Mobile conversion rate	Mobile app quality and performance metrics	App analytic crash reporting, perform monitor	Mobile analytic App store data, Crash reporting tools	Daily	Optimize mobile app experience and performance	Mobile Team, Engineers Product	Improve app ratings and mobile conversion	High
Product & User Experience Analytics	User Feedback & Satisfaction	Net Promoter Score (NPS), Custom satisfaction (CSAT), User feedback sentiment, Support ticket volume	User satisfaction and feedback analysis	Survey platform, sentiment analysis, support ticket analysis	Survey tools, Support systems, Review platform	Weekly	Monitor user satisfaction and product quality	Product Team, Custom Success UX Research	Improve user satisfaction scores by 15-20%	Medium
Product & User Experience Analytics	A/B Testing Dashboard	Test results, Statistical significance, Conversion lift, Test portfolio performance	Comprehensive view of product experiments	Statistical testing, experiment tracking, results analysis	A/B testing platform, Analytic tools	Weekly	Optimize product decisions through experiments	Product Team, Data Science Engineers	Increasing experimental velocity and success rate	Medium
Operational &	Platform Reliability	Uptime percent	Core platform	System monitor	Application monitor	Real-time	Ensure platform stability	Engineers DevOps	Maintain 99.9%	High

Dashboard Category	Dashboard Name	Key Metrics	Metric Definition	Measurement Method	Data Source	Report Frequency	Primary Use Case	Stakeholder	Business Value	Implementation Priority
Platform Health	Platform Health Dashboard	Error rates, Response times, System availability	Health and reliability metrics	Error tracking and performance monitor	Log aggregation systems, Alert systems	Real-time	Stability and performance	Site Reliability Engineers	Uptime, reduce incident	Medium
Operational & Platform Health	Data Quality Monitor	Data completeness, Data accuracy, Pipeline health, Data freshness	Monitor of data pipeline and quality	Data validation pipeline monitor	Data pipeline Quality monitor tools, ETL systems	Daily	Ensure data integrity and analytic reliability	Data Engineers, Analytics Team, Data Science	Maintain high data quality for decision making	High
Operational & Platform Health	Custom Support Analytics	Ticket volume, Response time, Resolution time, Custom satisfaction	Performance of customer support operations	Support ticket analysis, SLA	Support systems CRM, Survey platform	Daily	Optimize custom support operations	Customer Success Team, Support Team, Operations	Improve support efficiency and satisfaction	Medium
Operational & Platform Health	Security & Fraud Monitor	Fraud detection rate, Security incident, Account security, Payment fraud	Security and fraud prevention metrics	Fraud detection security monitor	Security systems Fraud detection incident tools, Incident tracking, Incident management	Real-time	Protect platform and users from security threats	Security Team, Risk Management Engineers	Reduce fraud and security incidents	High
Operational & Platform Health	Performance Optimizer	Page load times, Mobile performance, Database performance, CDN efficiency	Technique performance optimization metrics	Performance monitor APM tools, synthetic testing	Application performance monitor, Load testing, CDN analytics	Daily	Optimize technical performance and user experience	Engineers, DevOps Team, Performance Team	Improve site speed and user experience	Medium

Dashboard Category	Dashboard Name	Key Metrics	Metric Definition	Measurement Method	Data Source	Report Frequency	Primary Use Case	Stakeholder	Business Value	Implementation Priority
Advanced Analytics & Attribution Models	Multi-Touch Attribution Analysis	Attribution model comparison Channel interactions, Incremental measurement Cross-channel synergy	Advanced attribution modeling machine learning analysis	Statistical modeling, incremental testing	All market channels, Advanced analytic platform	Monthly Testing framework	Optimize budget allocation and channel strategy	Marketing Science Data Science CMO	Improved attribution accuracy and budget optimization	Medium
Advanced Analytics & Attribution Models	Market Mix Modeling (MMM)	Channel effectiveness curves, Optimal budget allocation External factor impact	Holistic view of marketi	Statistical regression analysis	All marketi	Quarterly	Strategic marketing planning and budget optimization	Marketing Strategy Finance Executive Team	Optimized marketi ROI and strategic planning	Medium
Advanced Analytics & Attribution Models	Incremental Testing Hub	Lift test results, Incremental revenue Test portfolio, Statistical significance	Comprehensive measure and revenue testing	Random controlled trials, statistical analysis	Experimentation platform	Ongoing	Measure true marketi impact and optimize spend	Marketing Performance Marketing and Finance	Proven marketi increase and optimized spend	Medium
Advanced Analytics & Attribution Models	Custom Journey Attribution	Path Touchpoints of influence Journey optimization, Attribution window	Detailed analysis of customer journey and touchpoint attribution	Path sequence modeling, attribution algorithm	All touchpoint data, Custom journey platform	Monthly	Optimize customer journey and touchpoint strategy	Marketing Science Product UX Design	Optimized customer journey for conversions	Low
Advanced Analytics &	Predictive Analytics Dashboard	Demand forecast Custom	Predictive models for	Machine learning time	Historic data, External	Monthly	Enable proactive decision	Data Science	Improved forecast accuracy	Low

Dashboard Category	Dashboard Name	Key Metrics	Metric Definition	Measurement Method	Data Source	Report Frequency	Primary Use Case	Stakeholders	Business Value	Implementation Priority
Attribution Models	Propensity Models	business planning and optimization	series forecasting	factors, ML	platform		making and planning	Strategic and Finance	and planning	
Advanced Analytics & Attribution Models	Cross-Platform Identity Resolution	User identity matching	Advanced identity resolution and tracking	Identity matching algorithm and probability	All user data sources	Weekly	Improved attribution accuracy and user understanding	Data Science, Marketing, and Science Engineers	Improved attribution and persona accuracy	Low