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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

Dashbo Catego	Dashbo Name	Key Metrics	Metric Definiti	Measur Method	Data Source	Report Freque	Primary Use Case	Stakeh	Busine Value	Implem Priority
Acquisit & Perform Marketi	Paid Media Perform Dashbo	CAC, ROAS, CTR, CPC, Convers Rate	Custom Acquisit Cost, Return on Ad Spend, Click- through Rate, Cost per Click, Booking Convers Rate	Attributi tracking UTM parame pixel tracking	Facebo Ads, Google Ads, TikTok, Program platform Internal booking system	Daily	Optimiz ad spend allocatio and campaign perform	Perform Marketi Team, CMO	Reduce acquisit costs by 15- 20%, improve ROAS	High
Acquisit & Perform Marketi	Channe Attributi Dashbo	First- touch attributi Last- touch attributi Multi- touch attributi Channe overlap	Credit assignm across marketi touchpo for booking	Data- driven attributi models cookie and user ID matchin	All digital channe CRM, Web analytic	Weekly	Underst channe contribu and optimize budget allocatio	Marketi Science Finance CMO	Improve budget allocatio efficienc by 10- 15%	High
Acquisit & Perform Marketi	Campa Perform Scoreca	Impress Clicks, Spend, Booking Revenue Frequen	Campa level perform metrics with breakdo by creative audienc placeme	Campa tracking convers pixel, cohort analysis	Ad platform APIs, Internal analytic	Daily	Real- time campa optimiza and creative perform	Campa Manage Creative Team	Increas campa efficienc by 20- 25%	High

Dashbo Catego	Dashbo Name	Key Metrics	Metric Definiti	Measur Method	Data Source	Report Freque	Primary Use Case	Stakeh	Busine Value	Implem Priority
Acquisit & Perform Marketi	Organic Search & SEO Dashbo	Organic traffic, Keyword ranking, Search visibility Organic convers rate	Perform of non- paid search traffic and SEO efforts	Search console data, ranking tools, organic convers tracking	Google Search Console SEMrus Internal analytic	Weekly	Optimiz organic search strategy and content	SEO Team, Content Marketi	Reduce paid search depend increas organic traffic 30%	Medium
Acquisit & Perform Marketi	Affiliate & Partner Dashbo	Partner driven booking Commis rates, Partner ROI, Partner lifetime value	Perform of affiliate and partners marketi channel	Partner tracking links, commis tracking revenue attributi	Affiliate network Partner APIs, Commis tracking systems	Weekly	Manage partner relation and optimize commis structur	Partner Team, Finance	Diversif acquisit channe reduce reliance on paid media	Medium
Acquisit & Perform Marketi	Creative Perform Analytic	Creative engage rate, Creative fatigue index, A/B test results, Creative ROI	Perform analysis of advertis creative assets	Creative testing framew engage tracking statistic testing	Creative manage platform Ad platform A/B testing tools	Weekly	Optimiz creative strategy and prevent ad fatigue	Creative Team, Perform Marketi	Improve creative perform by 15- 20%	Medium

Dashbo Catego	Dashbo Name	Key Metrics	Metric Definiti	Measur Method	Data Source	Report Freque	Primary Use Case	Stakeh	Busine Value	Implem Priority
Custom Journey & Convers Analytic	Booking Funnel Analysis	Funnel convers rates, Drop- off points, Time to convers Funnel optimiza opportu	Detailed analysis of user journey from search to booking	Funnel tracking event logging, cohort analysis	Web analytic Mobile analytic Backen booking system	Daily	Identify and fix convers bottlene	Product Team, UX Design, Marketi	Increas booking convers rate by 10- 15%	High
Custom Journey & Convers Analytic	Custom Lifetime Value Dashbo	CLV by segmen CLV by acquisit channe Repeat booking rate, Custom retentio curves	Compre view of custom value over time	Cohort analysis statistic modelin revenue tracking	CRM, Booking system, Paymer process	Monthly	Optimiz custom acquisit and retentio strategi	Marketi Finance Product	Increas CLV by 20- 25%	High
Custom Journey & Convers Analytic	Lead Progres Tracking	Lead volume, Lead quality score, Lead- to- booking convers Time to convers	Tracking of potentia custom through the conside funnel	Lead scoring, progres profiling convers tracking	CRM, Marketi automa Web analytic	Weekly	Optimiz lead nurturin and qualifica process	Marketi Operati Sales	Improve lead convers by 15- 20%	High

Dashbo Catego	Dashbo Name	Key Metrics	Metric Definiti	Measur Method	Data Source	Report Freque	Primary Use Case	Stakeh	Busine Value	Implem Priority
Custom Journey & Convers Analytic	Cross- Device Journey Mappin	Cross- device users, Device switchin patterns Multi- device convers paths	Underst how users interact across multiple devices	Device fingerpr user ID matchin cross- device tracking	Web analytic Mobile analytic User identity platform	Monthly	Optimiz multi- device user experie	Product Team, UX Design	Improve attributi accurac by 25%	Medium
Custom Journey & Convers Analytic	Retentio & Churn Analysis	Monthly retentio rate, Churn predictio score, Re- engage success rate, Win- back campaign	Analysis of custome retentio patterns and churn prevent	Cohort analysis predictio modelin behavior segmen	CRM, Booking system, Email platform	Monthly	Reduce churn and increas custom retentio	CRM Team, Product Marketi	Reduce churn by 20%, increas retentio by 15%	High
Custom Journey & Convers Analytic	User Segmen Dashbo	Behavio segmen Value- based segmen Lifecycl stage distribut Segmen perform	Compre custome segmen and perform tracking	Machin learning clusterin RFM analysis behavior tracking	CRM, Analytic platform Booking system	Monthly	Persona marketi and product experie	Marketi Product Data Science	Improve segmen specific convers by 25%	Medium
Revenu & Busines Perform	Revenu Perform Dashbo	Total booking revenue Revenue per booking Average daily rate	Core revenue metrics and growth tracking	Revenu tracking statistic analysis cohort analysis	Booking system, Paymen process Financial systems	Daily	Monitor busines perform and revenue trends	Finance Executi Team, Investor	Track toward revenue goals, identify growth opportu	High

Dashbo Catego	Dashbo Name	Key Metrics	Metric Definiti	Measur Method	Data Source	Report Freque	Primary Use Case	Stakeh	Busine Value	Implem Priority
		(ADR), Revenue growth rate								
Revenue & Business Perform	Unit Economi Dashbo	Unit contribu margin, Paybac period, LTV/CA ratio, Gross margin per booking	Detailed profitab analysis at unit level	Financi modelin cost allocatio margin analysis	Financi systems Cost centers Booking system	Monthly	Unders profitab and optimize unit econom	Finance Strategy Executi Team	Improve unit econom by 10- 15%	High
Revenue & Business Perform	Market Perform Analytic	Market share, Compet pricing analysis Demand forecas Market penetra	Perform analysis by geograph and demogr markets	Market research compet intellige demand modelin	Market research tools, Compet data, Internal analytic	Monthly	Optimiz market strategy and expansi decision	Strategy Marketi Business Develop	Identify new market opportu optimize pricing	Medium
Revenue & Business Perform	Host/Su Perform Dashbo	Host earning Listing utilizatio Host retentio rate, Supply quality metrics	Perform metrics for supply- side of marketp	Host analytic listing perform tracking quality scoring	Host platform Listing manage Quality systems	Weekly	Optimiz host experie and supply quality	Host Operati Product	Increas host satisfac and supply quality	High
Revenue & Business Perform	Season & Demand Analytic	Season demand patterns Peak booking periods Capacit	Analysis of seasonal trends and demand patterns	Time series analysis demand forecas capacity modelin	Booking system, External data sources Historic analytic	Monthly	Optimiz capacity planning and seasonal strategi	Revenue Manage Operati Marketi	Optimiz capacity utilizatio by 15- 20%	Medium

Dashbo Catego	Dashbo Name	Key Metrics	Metric Definiti	Measur Method	Data Source	Report Freque	Primary Use Case	Stakeh	Busine Value	Implem Priority
		utilization Demand elasticity								
Revenue & Business Perform	Geogra Perform Dashbo	Revenue by region, Market penetra Local compet analysis Regional growth rates	Geogra breakdo of business perform	Geogra analytic location intellige market analysis	Booking system, Geogra data, Market research	Monthly	Optimiz geograph expansi and local strategi	Busines Develop Marketi Strategi	Identify expansi opportu optimiz local perform	Medium
Product & User Experie Analytic	User Engage Dashbo	Daily/M active users, Session duration Page views per session Feature adoptio rate	Core engage metrics for platform usage	Event tracking session analytic feature usage tracking	Web analytic Mobile analytic Product analytic	Daily	Monitor product engage and user satisfac	Product Team, UX Design, Enginee	Increas user engage by 20%	High
Product & User Experie Analytic	Feature Adoptio Analytic	Feature usage rate, Time to adoptio Feature retentio User journey through features	Detailed analysis of new feature perform	Feature flagging event tracking cohort analysis	Product analytic Feature manage A/B testing platform	Weekly	Optimiz feature develop and user onboard	Product Team, Enginee Data Science	Improve feature adoptio by 25- 30%	High
Product & User	Search &	Search convers rate,	Perform of search	Search analytic relevan	Search platform Product	Weekly	Optimiz search experie	Product Team,	Improve search convers	High

Dashbo Catego	Dashbo Name	Key Metrics	Metric Definiti	Measur Method	Data Source	Report Freque	Primary Use Case	Stakeh	Busine Value	Implem Priority
Experie Analytic	Discover Analytic	Search abandon Filter usage, Search result relevan	and discove function	scoring user behavior tracking	analytic User research		and content discover	Search Enginee	by 15- 20%	
Product & User Experie Analytic	Mobile App Perform	App store ratings, App crashes Load times, Mobile convers rate	Mobile app quality and perform metrics	App analytic crash reportin perform monitor	Mobile analytic App store data, Crash reportin tools	Daily	Optimiz mobile app experie and perform	Mobile Team, Enginee Product	Improve app ratings and mobile convers	High
Product & User Experie Analytic	User Feedba & Satisfac	Net Promote Score (NPS), Custom satisfac (CSAT) User feedbac sentime Support ticket volume	User satisfac and feedbac analysis	Survey platform sentime analysis support ticket analysis	Survey tools, Support systems Review platform	Weekly	Monitor user satisfac and product quality	Product Team, Custom Succes UX Resear	Improve user satisfac scores by 15- 20%	Medium
Product & User Experie Analytic	A/B Testing Dashbo	Test results, Statistic significa Convers lift, Test portfolio perform	Compre view of product experim	Statistic testing, experim tracking results analysis	A/B testing platform Analytic tools	Weekly	Optimiz product decision through experim	Product Team, Data Science Enginee	Increas experim velocity and success rate	Medium
Operati &	Platform Reliabil	Uptime percent	Core platform	System monitor	Applica monitor	Real- time	Ensure platform	Enginee DevOps	Maintain 99.9%	High

Dashbo Catego	Dashbo Name	Key Metrics	Metric Definiti	Measur Method	Data Source	Report Freque	Primary Use Case	Stakeh	Busine Value	Implem Priority
Platform Health	Dashbo	Error rates, Respon times, System availabi	health and reliabilit metrics	error tracking perform monitor	Log aggrega Alert systems		stability and perform	Site Reliabil	uptime, reduce incident	
Operati & Platform Health	Data Quality Monitor	Data comple Data accurac Pipeline health, Data freshne	Monitor of data pipeline and quality metrics	Data validatio pipeline monitor quality checks	Data pipeline Quality monitor tools, ETL systems	Daily	Ensure data integrity and analytic reliabilit	Data Enginee Analytic Data Science	Maintai high data quality for decision making	High
Operati & Platform Health	Custom Support Analytic	Ticket volume, Respon time, Resolut time, Custom satisfac	Perform of custom support operatio	Support ticket analysis SLA tracking satisfac surveys	Support systems CRM, Survey platform	Daily	Optimiz custom support operatio	Custom Succes Support Team, Operati	Improve support efficienc and satisfac	Medium
Operati & Platform Health	Security & Fraud Monitor	Fraud detectio rate, Security incident Account security Paymer fraud	Security and fraud prevent metrics	Fraud detectio security monitor incident tracking	Security systems Fraud detectio tools, Incident manage	Real- time	Protect platform and users from security threats	Security Team, Risk Manage Enginee	Reduce fraud and security incident	High
Operati & Platform Health	Perform Optimiz	Page load times, Mobile perform Databa perform CDN efficienc	Technic perform optimiza metrics	Perform monitor APM tools, syntheti testing	Applica perform monitor Load testing, CDN analytic	Daily	Optimiz technica perform and user experie	Enginee DevOps Perform Team	Improve site speed and user experie	Medium

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Advanc Analytic & Attributi Models	Multi- Touch Attributi Analysis	Attributi model compar Channel interact effects, Increme measur Cross- channe synergic	Advanc attributi modelin and analysis	Statistic modelin machin learning increme testing	All marketi channe Advanc analytic platform Testing framew	Monthly	Optimiz budget allocatio and channe strategy	Marketi Science Data Science CMO	Improve attributi accurac and budget optimiza	Medium
Advanc Analytic & Attributi Models	Marketi Mix Modelin (MMM)	Channe effectiv Saturati curves, Optimal budget allocatio Externa factor impact	Holistic view of marketi effectiv and optimiza	Statistic modelin regress analysis scenario planning	All marketi data, Externa factors, Sales data	Quarter	Strategi marketi planning and budget optimiza	Marketi Strategi Finance Executi Team	Optimiz marketi ROI and strategi planning	Medium
Advanc Analytic & Attributi Models	Increme Testing Hub	Lift test results, Increme revenue Test portfolio Statistic significa	Compre increme measur and testing	Randon controlle trials, statistic analysis experim design	Experim platform All marketi channe Analytic tools	Ongoing	Measur true marketi impact and optimize spend	Marketi Science Perform Marketi Finance	Prove marketi increme and optimize spend	Medium
Advanc Analytic & Attributi Models	Custom Journey Attributi	Path analysis Touchpo influenc Journey optimiza Attributi window	Detailed analysis of custome journey and touchpo attributi	Path analysis sequen modelin attributi algorithm	All touchpo data, Custom journey platform Analytic tools	Monthly	Optimiz custom journey and touchpo strategy	Marketi Science Product UX Design	Optimiz custom journey for convers	Low
Advanc Analytic &	Predicti Analytic Dashbo	Demand forecas Custom	Predicti models for	Machin learning time	Historic data, Externa	Monthly	Enable proactiv decision	Data Science	Improve forecas accurac	Low

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Attributi Models		propens models, Churn predicti Revenue forecas	busines planning and optimiza	series forecas predicti modelin	factors, ML platform		making and planning	Strategy Finance	and planning	
Advanc Analytic & Attributi Models	Cross- Platform Identity Resolut	User identity matchin Cross- device tracking Identity graph quality, Match rates	Advanc identity resoluti and tracking capabili	Identity matchin algorithm and determi matchin	All user data sources Identity platform Analytic tools	Weekly	Improve attributi accurac and user underst	Data Science Marketi Science Enginee	Improve attributi and persona accurac	Low