

Twelve questions worth asking about your measurement

Where the numbers tend to stop short of a decision.

If a question hit a nerve, let's talk it through.

See if we can help →



01

If Finance cut your marketing budget 15% next quarter, could you say which channels would absorb it, what it costs the business, and show evidence Finance would accept?

02

When two of your measurement sources disagree, what decides which one you act on — or does it depend on the quarter?

03

Which numbers in your reporting would you personally stake an investment decision on, and which are you reporting because you have them?

04

Where did your CPA or ROAS target come from — and can you trace it back to what a customer is actually worth?

05

Do you know how far your platform-reported results sit from your best incrementality read? Not directionally — as a number, per channel.

06

For your largest channel, do you know whether the next dollar in still works as hard as the last one did — and how would you know if it stopped?

07

Your best-performing channel works. Can you say what inside it is actually driving the result, versus riding along with demand you already had?

08

When the business softened last, could you separate what marketing did from what else was going on that period?

09

Do your brand measurement and your performance measurement ever meet — or do they live in separate decks, with separate owners, answering to different people?

10

What could your measurement already tell you that nobody's asked it?

11

Have Marketing and Finance ever agreed, in advance, what evidence a \$500K reallocation has to clear — or is it argued from scratch every time?

12

When Finance disagrees with the number you decided on, do they understand how it was produced — or are they defending one they understand better?