Marketing Measurement Plan

Make every reported number answer a business question. Define the metric before connecting systems or setting targets.

1. Choose the decision you need to make and the outcome that would inform it.
2. Write the numerator, denominator, time window and data source. Keep source observations intact.
3. Assign a person to verify collection and explain differences between systems.

What to verify

Question	What decision will this metric inform?
Definition	Precisely what qualifies for the count?
Population	Which channel, cohort, market and period?
Source	Where does the evidence originate?
Verification	How will missing, duplicate or test records be handled?
Action	Who reviews the result and what happens next?

Completed example - fictional

Fictional question	Are website inquiries reaching the sales team?
Metric	Received inquiry count, deduplicated by agreed record ID.
Source	CRM plus receiving-person confirmation; weekly review.
Limit	Receipt is separate from qualification and a completed sale.

Reference checked November 3, 2026: Google Analytics: About events.

Your worksheet

Marketing Measurement Plan | Record facts, evidence and the next action.

Business question / decision
Metric name / definition
Numerator / denominator
Channel / cohort / period
Source system / source field
Test and duplicate exclusions
Collection verification
Known delay / missing data
Target and its basis, if available
Review owner / frequency
Decision and next action
Definition version / review date

Keep sensitive customer details in your own secure systems. Use safe record references here.

Use the online guide and companion download