

The Analytics Org Chart



The best way to organize for a marketing measurement program is to identify the key players, necessary skillsets, and resources needed. Establish responsibilities and recognize the challenges each person faces in order to be successful. Then work to create alignment and accountability, and pinpoint areas of support required across all channels.

Executive Sponsor

This executive creates cross-team accountability and encourages holistic thinking with everything from budget allocations to bonuses.



TITLES CMO | CIO | Vice President of Marketing

PRIORITIES

Gain cross-functional buy-in at the executive level.

Define shared KPIs to measure progress against business goals across the organization.

MANDATES

Support holistic performance over single-channel performance.

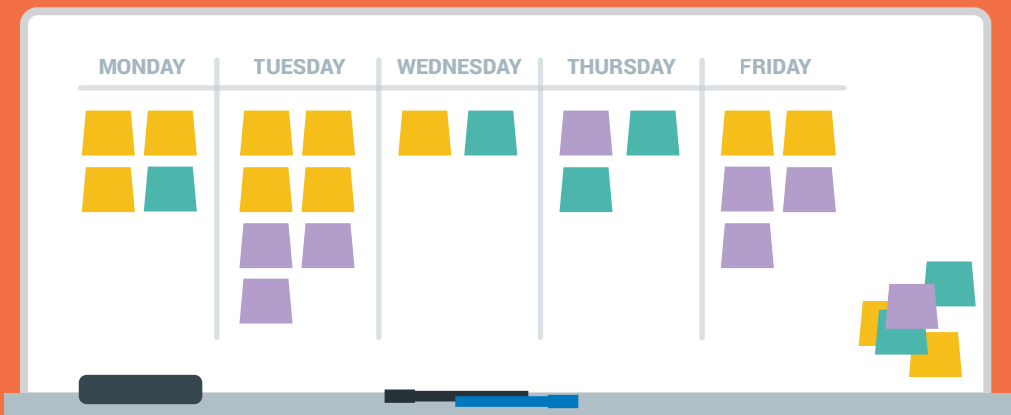
Set budgets in accordance with measurement insights—even if they're surprising or different than past practices.

OUTCOME

A data-driven program enables proof of performance and on-target innovation.

Program Manager

This skilled internal and external troubleshooter keeps things moving and is an empowered, accountable single point of contact.



TITLES Program Manager | Project Manager | Account Manager

PRIORITIES

Align stakeholders on measurement implementation.

Map out the responsibilities of each stakeholder.

MANDATES

Communicate and motivate participation—even in the face of challenging process changes.

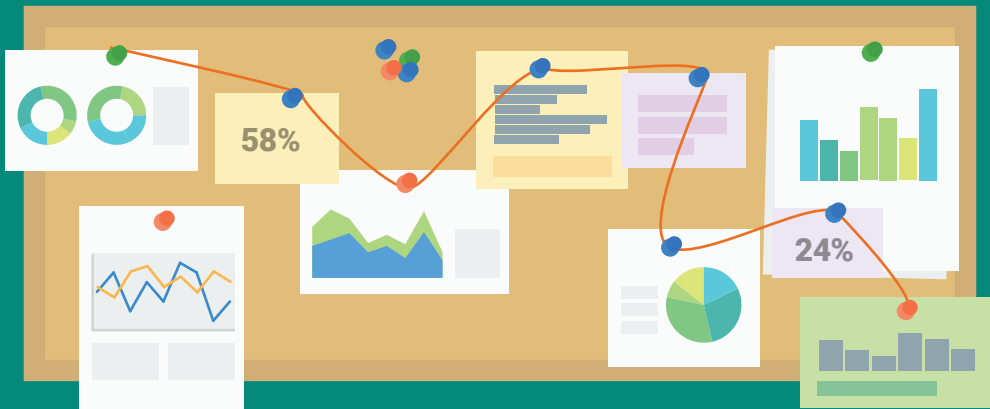
Manage multiple partnerships and agendas.

OUTCOME

The implementation of tools is smoother, facilitating quicker access to new insights.

Data Storyteller

Arguably the most critical player on the team, these analysts own the data, continually mine it for insights, and translate those insights out to the business.



TITLES Business Analyst | Solutions Consultant | Marketing Measurement Analyst

PRIORITIES

Interpret measurement insights for consumption by channel managers.

Ask the right questions and use that information to determine the impact on shared KPIs.

MANDATES

Shift from channel-specific to holistic thinking.

Keep pace with consumer, technology, and strategic changes.

OUTCOME

Data is translated into understandable and actionable insights that factor in business constraints.

SUPPORTING PLAYERS

Channel Managers/ Media Buyers



TITLES
Digital Media Planner, Marketing Manager

PRIORITIES
Shift from channel-specific KPIs to shared metrics that demonstrate contribution to shared business goals.

MANDATES
Deal with the possibility that a channel's level of priority within the marketing strategy will be downgraded due to measurement insights.

Deliver the required program data.

Take action on insights.

OUTCOME
The execution of changes and optimizations against insights creates efficiencies within marketing campaigns.

Site/Ad Managers



TITLES
Tag Manager, Media Trafficker, Web Master, Developer

PRIORITIES
Identify data and test data hygiene to create efficient program input.

MANDATES
Consistently manage changing site and media landscape while ensuring data quality and tracking consistency.

Validate tracking is consistent with business measurement objectives.

OUTCOME
There is a deep focus on data nuances and quality.

Data Specialists



TITLES
Data Engineer, Data Scientist, Statistician

PRIORITIES
Connect data sets and tools to clean and validate data.

Report on performance.

MANDATES
Maintain data integrity while adapting tools to evolving needs and moving fast enough for business needs.

OUTCOME
A trusted source of truth is able to guide business strategy across and within channels.

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