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.

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

**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.

**Channel Managers/Media Buyers**
This group leverages data to create change and adaptation. Support includes defining how data is interpreted and organizations across the channel.

**Site/Ad Managers**
This group applies data and knowledge to translate business to the consumer. Support includes defining how data is interpreted and organizations across the channel.

**Data Specialists**
This group leverages data to create change and adaptation. Support includes defining how data is interpreted and organizations across the channel.

Additional information provided by: Kara Osborne, director of insight and intelligence at Carat USA; Sandy Scott, product marketing manager and SMB marketing analytics and data lead at Google; Melissa Shusterman, senior director for B2B e-commerce demand generation at Comcast; Stella Voutsina, vice president of media operations at Carat USA.

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