

Performance Strategy

High performance businesses run a lean measurement machine.

Focus drives business change:

- Map key actions and behaviors
- Determine your KPIs
- Decide what decisions you'll make with your data
- Determine your specific measurement needs
- Define how the data is visualized
- Build out models and ROI calculators

Get the insights
that truly move
your business
forward

A plan to measure what matters—for more effective and efficient marketing plans.

Design a high
performance
measurement plan

Our focus is on ensuring that measurement and reporting are aligned with business goals. This sets us up to not just measure performance, but actually impact and optimize it in real time.

In three phases we will:

- Identify/establish clear KPIs and supporting metrics that align to business goals
- Define performance measurement strategy
- Begin "operationalization" by defining audiences for ongoing reporting and outlining needed dashboards
- Build dashboards and determine ongoing reporting and insights cadence

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As marketing leaders, we have the responsibility to think and do better on behalf of modern audiences. To deliver beloved brand promises to the consumers who crave them... in an efficient, measurable and powerful way. The journey to better starts now. atlas.ciceron.com

Privacy, performance
and the path forward

