



STRATEGY · GOVERNANCE · ACTIVATION

Marketing Measurement Framework

A practical system for connecting marketing activity to business outcomes - from tracking and campaign governance through attribution and reporting.

BUSINESS QUESTIONS → DATA → INSIGHT → DECISION → ACTION

We let the data do the talking.

01 Measurement Strategy



Measurement should begin with the decision you need to make - not with the data that happens to be available.



Layer	Example
Business objective	Increase profitable customer acquisition
Marketing objective	Generate qualified demand efficiently
Primary KPI	Customer Acquisition Cost
Supporting metrics	Conversion Rate, CPL, Qualified Lead Rate, ROAS
Data sources	GA4, advertising platforms, CRM
Decision	Where should the next marketing dollar be allocated?

Working prompt: What business decision will this measurement change? If the answer is unclear, the measurement design is not finished.



Use a metric hierarchy so teams know which numbers define success, which diagnose movement, and which simply provide context.

Metric type	Role	Examples
Primary business KPIs	Define the organizational outcome.	Revenue, profit, new customers, retention
Marketing KPIs	Connect marketing to business value.	CAC, qualified pipeline, incremental revenue, ROAS
Diagnostic metrics	Explain why a KPI changed.	CTR, landing-page conversion, frequency
Guardrail metrics	Prevent optimization from damaging another outcome.	Margin, churn, brand safety, unsubscribe rate
Vanity metrics	Describe activity but rarely change a decision alone.	Raw impressions, followers, unqualified pageviews

If this metric changed tomorrow, would we make a different decision? If no, it probably should not be a primary KPI.

KPI worksheet

Business question	Metric	Decision owner	Decision / trigger

03 Tracking Plan



A tracking plan turns measurement questions into governed implementation requirements.

Question	Event	Trigger	Parameters	Platform	Conv.?	Owner / QA
Which demo pages create qualified demand?	generate_lead	Successful form response	form_type, page_path	GA4 / CRM	Yes	Growth Ops / Pass
Where does checkout break?	begin_checkout	Checkout starts	plan, value, currency	Analytics	Maybe	Product / Review

Governance rules

Use stable, human-readable event names; define triggers precisely; document allowed parameters; identify an owner; and require QA evidence before release. Build around your stack - Google Tag Manager, GA4, advertising platforms, CRM, and marketing automation are examples, not requirements.

Your tracking plan

Business question	Event / trigger	Parameters	Platform	Owner / QA



Campaign data stays usable only when naming rules are shared, documented, and enforced.

Field	Purpose	Example
utm_source	Publisher, platform, or referrer	linkedin
utm_medium	Controlled channel taxonomy	paid_social
utm_campaign	Stable campaign identifier	2026_q3_measurement_framework
utm_content	Creative, format, or placement	carousel_v2
utm_term	Keyword or audience when useful	marketing_analytics_leaders

Recommended rules

- ☐ Use lowercase
- ☐ Choose one separator
- ☐ Maintain a controlled vocabulary
- ☐ Avoid repeated information
- ☐ Document source / medium taxonomy
- ☐ Assign governance ownership

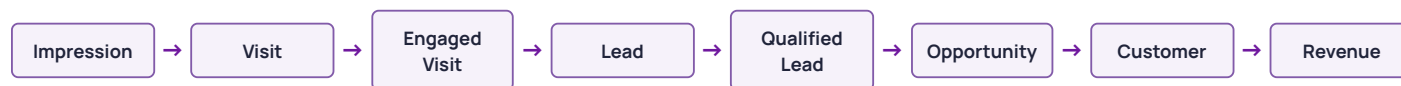
Good and bad examples

Good	Bad
linkedin / paid_social / 2026_q3_framework	LinkedIn / Social-Paid / Framework Campaign FINAL
google / paid_search / measurement_framework	google.com / cpc-paid / campaign_09_15_copy

05 Funnel Measurement



Do not stop at traffic or leads. Connect activity to downstream commercial outcomes and adapt the stages to your business model.



Stage	Primary question	Potential KPI	Likely source
Impression	Was there an opportunity to see us?	Reach, frequency	Media platform
Visit	Did marketing create a visit?	Sessions, cost per visit	Analytics + media
Engaged visit	Did the visit show intent?	Engagement rate	Analytics
Lead	Did someone raise their hand?	Lead conversion rate	Analytics / automation
Qualified lead	Was the lead a plausible buyer?	Qualified lead rate	CRM
Opportunity	Did demand become pipeline?	Pipeline value, win rate	CRM
Customer / revenue	What economic value resulted?	CAC, revenue, margin, LTV	CRM / finance

06 Data Quality Checklist



Broken measurement can create confident but incorrect decisions. Classify issues by business impact and urgency.

Critical

- ☐ Primary conversions missing or duplicated
- ☐ Revenue or lead data materially wrong
- ☐ Consent behavior breaks required measurement
- ☐ Cross-domain journey broken

High

- ☐ GTM / GA4 configuration gaps
- ☐ Event parameters missing
- ☐ CRM source not captured
- ☐ Pixel deduplication failing
- ☐ UTM persistence broken

Medium

- ☐ Campaign taxonomy drift
- ☐ Referral exclusions
- ☐ Internal traffic contamination
- ☐ Inconsistent dataLayer structure
- ☐ Incomplete documentation

Low

- ☐ Naming cleanup
- ☐ Redundant parameters
- ☐ Minor dashboard labels
- ☐ Low-impact QA improvements

Review each area

GTM implementation • GA4 configuration • conversion events • duplicate firing • missing events • event parameters • cross-domain tracking • referral exclusions • UTM persistence • campaign naming • CRM source capture • consent behavior • advertising pixels • conversion deduplication • dataLayer structure • internal traffic • QA • documentation • ownership

07 Attribution Readiness



Sophisticated models do not repair unreliable inputs. Establish readiness first, then choose the method that fits the decision and available data.

Readiness checklist

- ☐ Consistent campaign tagging
- ☐ Reliable conversion tracking
- ☐ Identity / lead matching where appropriate
- ☐ CRM integration
- ☐ Touchpoint history and timestamps
- ☐ Channel definitions
- ☐ Revenue or outcome data
- ☐ Sufficient volume
- ☐ Data-quality validation

Approaches

Approach	Useful when
First touch	Understanding demand creation
Last touch	Understanding the final known interaction
Linear	Sharing credit evenly
U-shaped	Emphasizing creation and conversion
Time decay	Emphasizing recent touches
Data-driven	Volume and validation support modeling

No attribution model is universally best. Choose the method for the decision, constraints, and data you actually have.

08 Reporting Framework



Dashboards should support decisions, not simply display available data.

Layer	Question	Audience / cadence	Example metrics
EXECUTIVE	What happened and what should we do?	Leadership; monthly / quarterly	Revenue, profit, CAC, pipeline, risks, actions
PERFORMANCE	Where is performance changing?	Growth and channel leads; weekly	Spend, ROAS, CPL, qualified pipeline, conversion
DIAGNOSTIC	Why is it happening?	Analysts and operators; as needed	Creative, audience, landing page, event, cohort, funnel

Report design worksheet

Decision owner	Decision supported	Cadence	Source of truth	Action threshold

09 Measurement Maturity Scorecard



Score each dimension from 0 to 20. Use the website assessment for the guided 0-100 calculation and personalized recommendations.

Dimension	0-5	6-10	11-15	16-20
Tracking	Missing / unreliable	Partial coverage	Governed core events	Validated and maintained
Data quality	Unknown	Reactive QA	Regular QA and owners	Proactive monitoring
Funnel	Top-of-funnel only	Lead visibility	Pipeline connection	Outcome / value connection
Attribution	Not ready	Basic rules	Fit-for-purpose models	Validated decision system
Reporting	Static exports	Recurring reports	Decision-oriented layers	Closed optimization loop

0-39

Foundational

Prioritize reliable core tracking and ownership.

40-59

Developing

Standardize governance and connect key stages.

60-79

Established

Close specific gaps and strengthen activation.

80-100

Advanced

Validate sophisticated methods and incrementality.

Your score

____ / 100

10 30-Day Measurement Roadmap



Use this as a working checklist. Assign an owner and evidence of completion for every item.

WEEK 1 – DEFINE

□ Business objectives □ KPIs □ Funnel stages □ Measurement questions □ Owners

WEEK 2 – VALIDATE

□ GTM □ GA4 □ Conversion tracking □ Campaign tracking □ CRM capture □ Data quality

WEEK 3 – CONNECT

□ Marketing channels □ Website behavior □ Lead data □ Opportunities □ Revenue / outcomes

WEEK 4 – ACTIVATE

□ Dashboard / reporting □ Attribution approach □ Optimization process □ Documentation □ Ongoing QA

Your top priorities

Priority	Owner	Due date	Definition of done
1.			
2.			
3.			

NEXT STEP

Know what good measurement looks like. Now find out where yours breaks.

The framework shows what a strong measurement system should contain. The King Data Lab Marketing Analytics Audit evaluates what you actually have.

We review your measurement environment, identify gaps and risks, and provide a prioritized roadmap for improving the reliability and usefulness of your marketing data.

kingdatalab.com/marketing-analytics-audit/

BUSINESS QUESTIONS → DATA → INSIGHT → DECISION → ACTION



King Data Lab builds measurement systems that help organizations make better marketing decisions.