

The Marketing Analytics Credibility Model

How much of your marketing data can you *trust*?



THE FIVE DIMENSIONS

Every organization is scored 0 to 4 on each dimension. Your level is the lowest of the five, not the average.



DATA

Can you trust the numbers?



EVIDENCE

How do you know it worked?



OWNERSHIP

Does anyone change their mind?



RHYTHM

How fast does evidence reach a decision?



FOLLOW-THROUGH

Does the decision get made, and checked?

Can we believe it?

Do we act like we believe it?