

GOALSSESSION

1

Journey

ACTIVITIES:

Collaboratively walk through the conversion path. Define how paths could potentially interact.

OUTPUT:

Consumer Journey Diagram (Vector PDF/PNG HD)
Glossary of Unique Business Terms

2

Application

ACTIVITIES:

Describe all the tools used to help the consumer through the journey. Identify roles that currently use the tools.

OUTPUT:

Application Guide with Business Owner and Responsibility Matrix

3

Data

ACTIVITIES:

Collect sample data from each of the tools and apply along the consumer journey.

OUTPUT:

Data Standards Guide, including Key Metrics for Business Use Appendix

4

KPIs

ACTIVITIES:

As a group, create and vote on the most important measurements to use as Key Performance Indicators (KPIs)

OUTPUT:

KPI Measurement Index

DETAILS

AUDIENCE:

Up to eight key members of team (minimum four)

TIMING:

Typically completed in one business day.

COST:

\$5,000 for single-day sessions
Travel/meals if needed

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