**OpsDog KPI Reports** 

# Digital Marketing (Launchto-Analytics) Cycle Time

Benchmarks, Definition & Measurement Details





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## **Digital Marketing (Launch-to-Analytics) Cycle Time**



**Definition & Measurement Details** 

### What is Digital Marketing (Launch-to-Analytics) Cycle Time?

The number of business days required to initiate and complete a digital marketing campaign, from the time that the campaign is launched until when the campaign data is prepared for post-campaign analysis.

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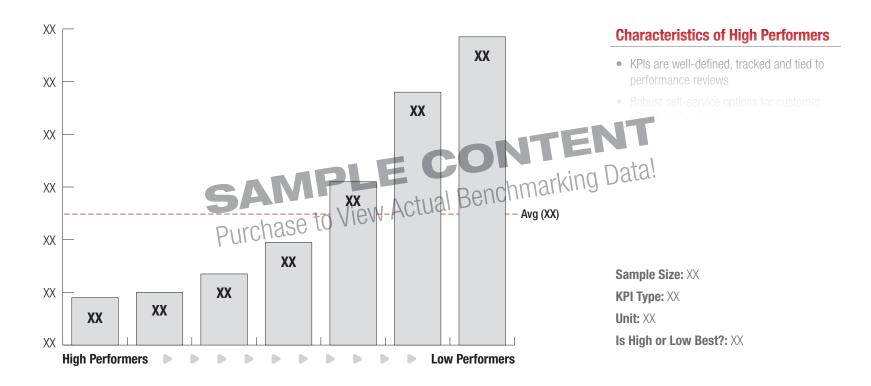
## **Digital Marketing (Launch-to-Analytics) Cycle Time**

Benchmarks & Characteristics of High Performers



## **Digital Marketing (Launch-to-Analytics) Cycle Time**

(Sum of Business Days Required to Initiate and Complete a Digital Marketing Campaign) / Total Number of Digital Marketing Campaigns Performed



**How to read this chart:** This chart summarizes the performance gaps between high (Top 5%), mid (Median) and low (Bottom 5%) performers for this Key Performance Indicator (KPI). For example, the column labeled "Top 5%" represents a company that outperformed 95% of the peer group observed for this metric.

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