

Digital Marketing (Launch-to-Analytics) Cycle Time

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



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.

Why should this KPI be measured?

Digital Marketing (Launch-to-Analytics) Cycle Time measures 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

How is this KPI calculated?

The calendar dates/times of two events are used to derive this KPI: (1) the time which the digital marketing campaign is launched, and (2) the date which the campaign data is prepared for post-campaign analysis.

ABRIDGED CONTENT
Purchase to View Full Definition & Measurement Details!

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



Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer

Sample Size: XX

KPI Type: XX

Unit: XX

Is High or Low Best?: XX

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.

Benchmarking Report Terms & Conditions

OpsDog KPI Reports



© 2017 OpsDog, Inc.

The OpsDog KPI Reports and their contents are protected by copyright laws, contain the trademark OpsDog, Inc., and are OpsDog's proprietary information. No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording or otherwise, without written permission from OpsDog, Inc.

OpsDog, Inc. assumes no liability with respect to the use of the information contained herein which is provided "as is" and there are no warranties of any kind provided by OpsDog with respect to this report. OpsDog assumes no responsibility for errors or omissions and will not be liable for any damages resulting from the use of the information contained herein.

OpsDog, Inc.

1502 Augusta Dr., Suite 200

Houston, TX 77057

Tel: 844-650-2888