

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
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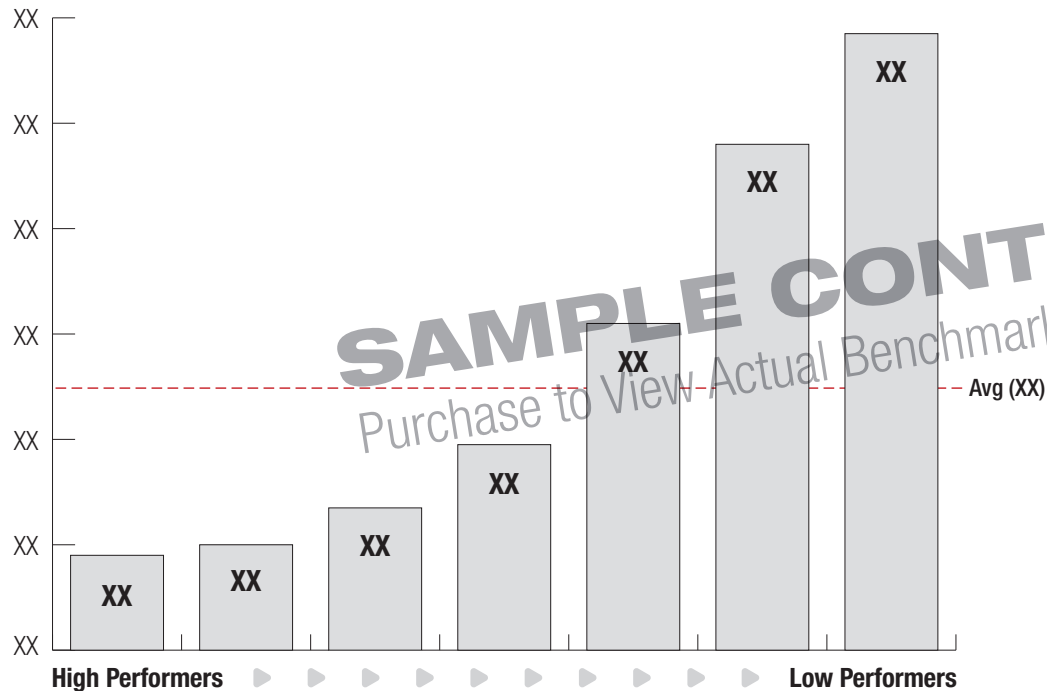
Digital Marketing (Launch-to-Analytics) Cycle Time

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



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.

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OpsDog, Inc.

1502 Augusta Dr., Suite 200

Houston, TX 77057

Tel: 844-650-2888