



**MEASURECAMP ROME**  
**LEARNINGS FROM A DATA-  
DRIVEN AGENCY**

# AGENDA

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- Data-driven Business
  - **CUSTOMERS (CARE)**
  - **CONSULTANT**
  - **PROJECT MANAGERS**
  - **STAKEHOLDERS**
- Data (What - Where do we get it from?)
  - **GOOGLE ANALYTICS**
  - **ADOBE ANALYTICS**
  - **EMAIL?**
  - **API?**
- How Data Literate is the Customer?
  - **DATA (HOW DO WE QA THE DATA?)**
- How are we to present the Data?
  - **ARE WE TO REPORT TO THE CUSTOMER (FREQUENCY)**
  - **ARE WE TO MAKE THE PRESENTATION DYNAMIC?**
    - **WHAT TOOL SHOULD WE BE USING?**
- Data Governance
  - **DO WE NEED A PIPELINE FOR THIS?**
  - **HOW DO RE CREATE THIS?**
  - **HOW DO WE MAKE SURE THAT OUR PIPELINE IS WORKING?**

# DATA-DRIVEN BUSINESS

CUSTOMER

CONSULTANT

PROJECT MANAGER

OTHER STAKEHOLDERS

# DATA: WHERE DOES IT COME FROM?

GOOGLE ANALYTICS

ADOBE ANALYTICS

EMAIL DATA

CRM DATA

API?

# DATA LITERACY (CUSTOMER)

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- What level of literacy does the customer possess?
- How do we communicate our data-insights to them?
- What level of digital maturity does the customer possess?

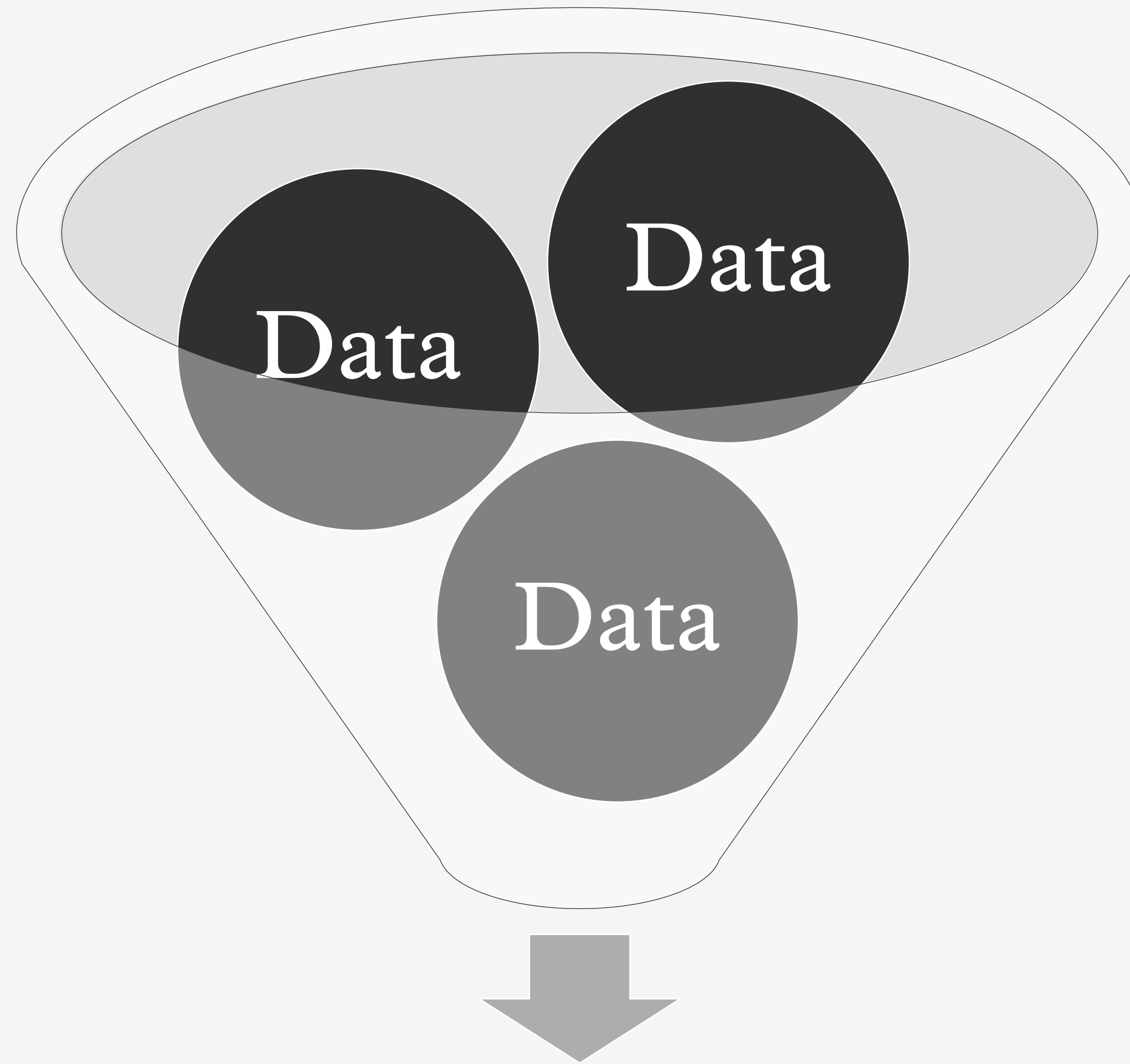
# HOW DO WE PRESENT THE DATA?

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- ARE WE TO REPORT TO THE CUSTOMER (FREQUENCY)
- ARE WE TO MAKE THE PRESENTATION DYNAMIC?
  - WHAT TOOL SHOULD WE BE USING?

# HOW DO WE PRESENT THE DATA?





**Static? / Dynamic?**



# DATA GOVERNANCE

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- **DO WE HAVE MORE THAN ONE DASHBOARD RUNNING?**
- **DO WE NEED A PIPELINE FOR THIS?**
  - HOW DO RE CREATE THIS?
  - HOW DO WE MAKE SURE THAT OUR PIPELINE IS WORKING?

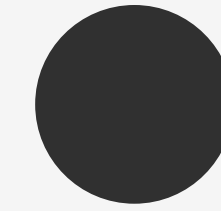
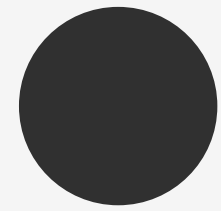
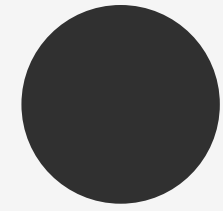
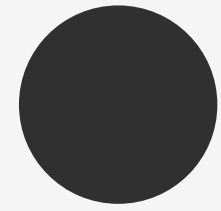
Web Data

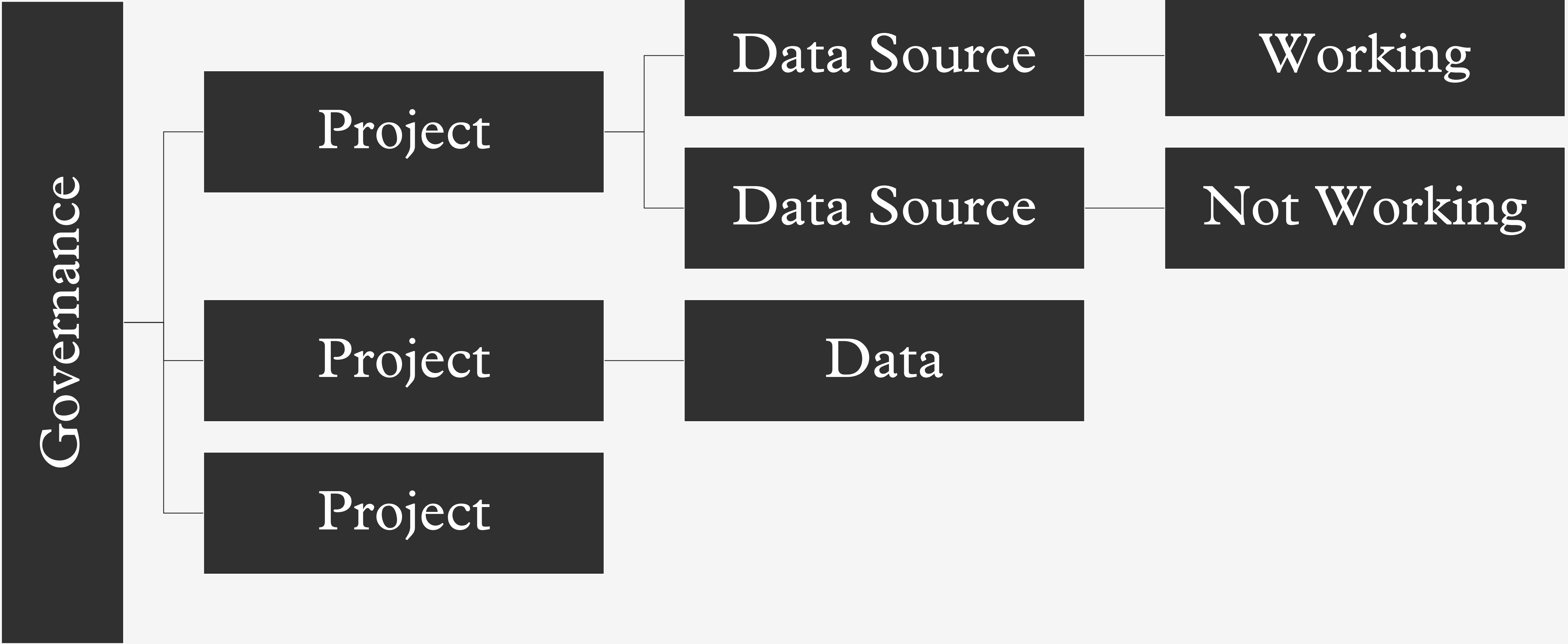


CRM Data



Email Data







IMPACT  
EXTEND