



10 Must-Ask Questions To Maximise Marketing Success

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Why data and analytics?

- 1. Data Sources & Accessing Insights**
- 2.10 Must-Ask Marketing Questions**
- 3. Tracking Data Across Platforms**
- 4. Setting Objectives & Benchmarks**
- 5. Maximising Results Using Data**

Data Sources & Accessing Insights

10 Must-Ask Questions

**How many visits does the
website get per month?**

**How many unique visitors
come to the website each
month?**

**Which channels are visitors
coming from?**

**What's the conversion rate
for each channel?**

What's the average order value of website orders?

What's the average lifetime value of our customers?

**What's the cost per
acquisition for each channel?**

**Which pages bring in the
most traffic and sales?**

**Which keywords drive the
most revenue?**

What's our branded vs non-branded revenue?

Tracking Results Across Platforms

Setting Objectives & Benchmarks

Maximising Results With On-Going Monitoring

Key Takeaways

- 1. What data do I need and where can I find it?**
- 2. What questions do I need to ask of the data?**
- 3. How can I present and interpret the data?**
- 4. What do I need to do about it?**

**If you can measure it, you
can optimise it!**