

# DIGITAL KPIs:

## Marketers seek data simplicity

### RESPONDENTS

Senior marketers with global or regional responsibilities

New research from the World Federation of Advertisers (WFA) and Warc has highlighted the changes that brands face in dealing with the torrent of data being generated by digital channels. Senior marketers fear they will drown in data and as a result, are looking for ways to simplify the number of key performance indicators they monitor.

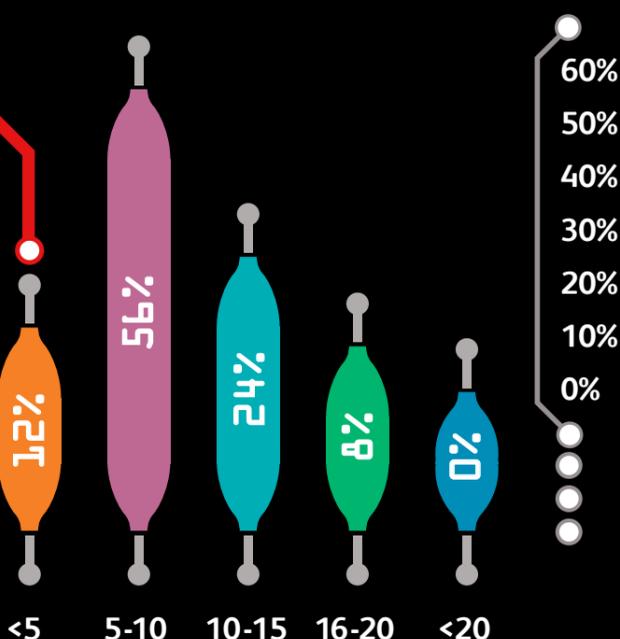


### NEW PLATFORMS

Respondents' top 5 priorities for the 12 months to come

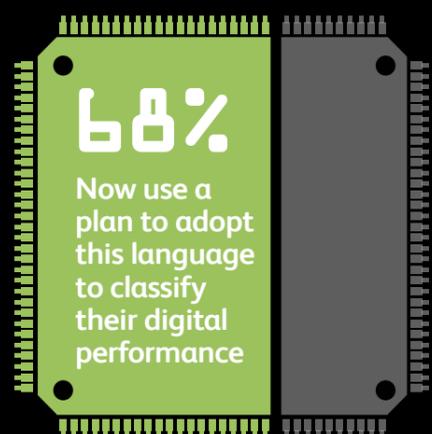
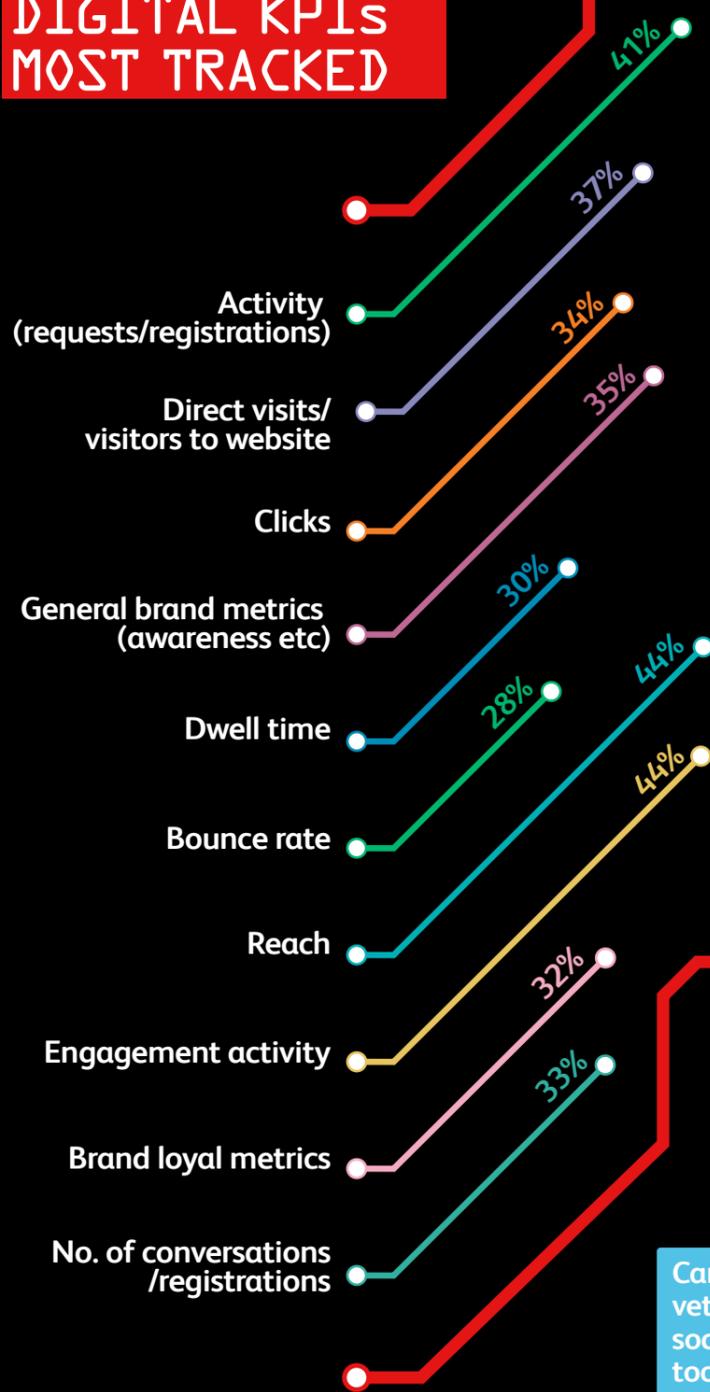


Across your brand portfolio, what is the average number of digital KPIs you will measure?



### DIGITAL KPIs MOST TRACKED

### PAID, OWNED & EARNED MEDIA



### TOP TIPS

For setting up a successful online measurement framework:

**Avoid KPI silos:** KPIs should be driven by the brand's overall marketing and business objectives.

**Carefully vet your social media tools:** not all suppliers are created equal!

**Beware death by dashboard:** Aim for a single dashboard with real time updates and key measures to translate data into an easy to use format.

The research was based on responses from 25 companies across 11 categories. Respondents had responsibility for approximately US\$35 billion in marketing spend.

#### About WFA

WFA is the only global organization representing the common interests of marketers. [www.wfanet.org](http://www.wfanet.org)



#### About Warc

Warc provides trends analysis, case studies and new thinking on brand strategy to insights teams in more than 100 countries worldwide. [www.warc.com/trial](http://www.warc.com/trial)

