

Stop Screaming into the Void: How to Make Measurement Impossible to Ignore.

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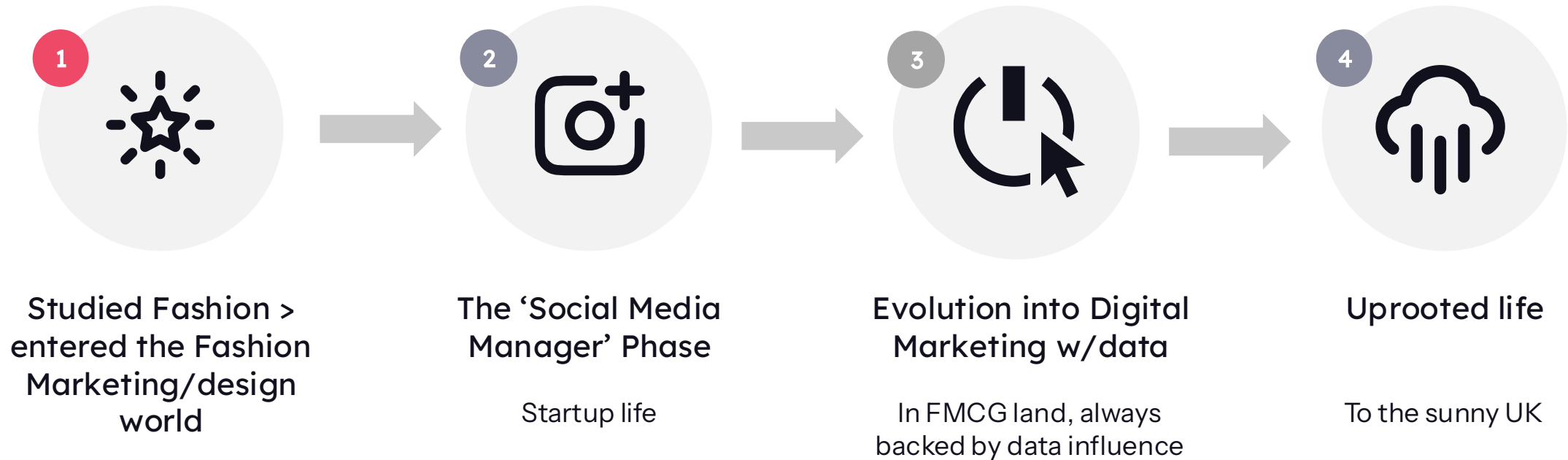
Senior Marketing Analytics Manager
at Connective3



The 'fun facts'

- > I struggled to survive in Aus as a ginger
- > I accidentally fell into cricket
- > I love eating out
- > Love working in insights & data
- > I switch between data and data now

My measurement journey





Connective3 is a Performance Marketing agency



Leeds



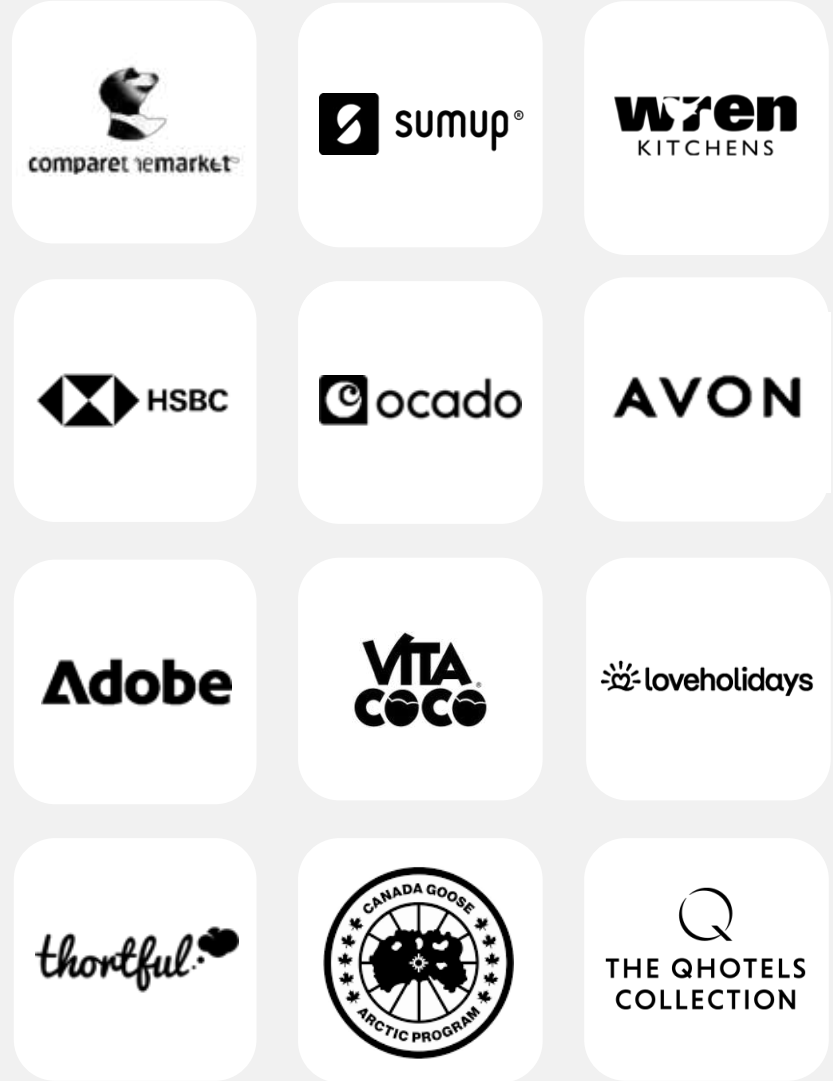
London



Manchester

Our experience

We deliver unrivalled performance for brands globally.



Screaming into
the void, how
to make
measurement
impossible to
ignore.

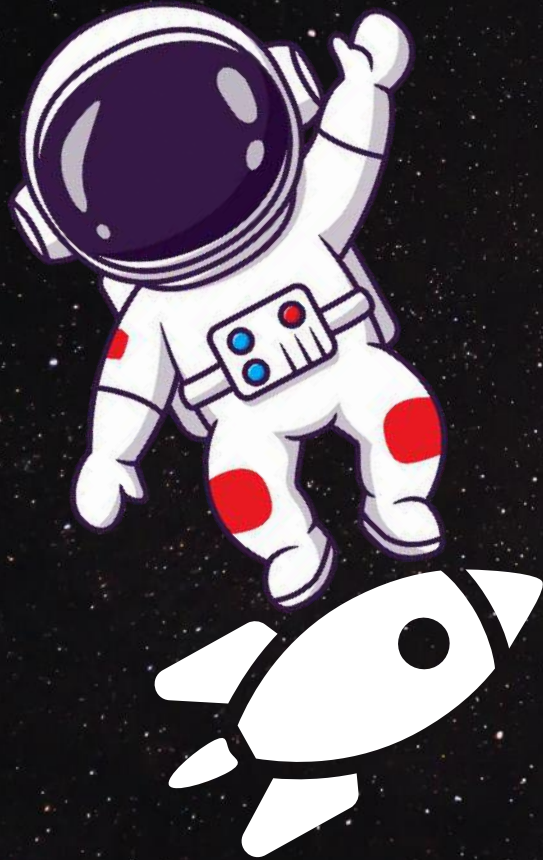


What is a void?

A space where:

- > There is **very little matter**
- > There is **no gravity pulling things together**
- > Things **exist... but don't interact**

You



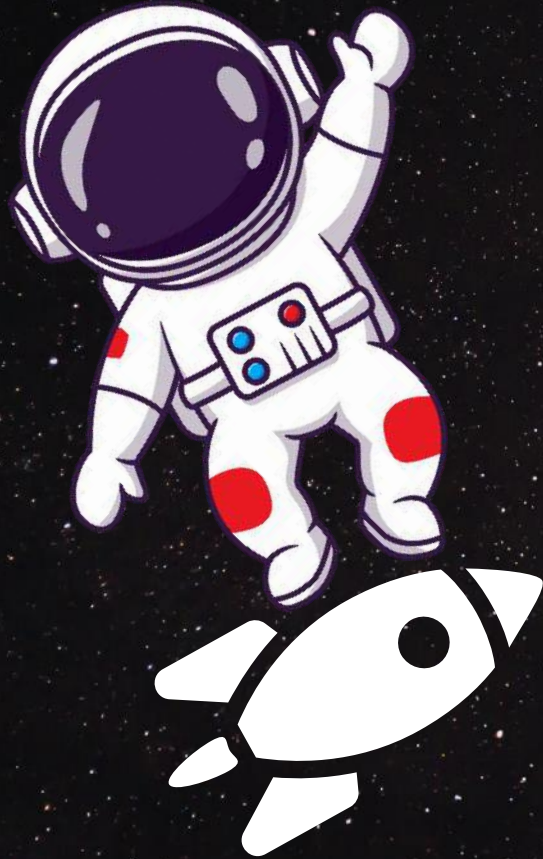
You

Dashboards

Frameworks

Tools

Conversion
rates





‘hey, could you just take a quick look at this’

‘I set purchase as my conversion goal in Meta so it should be working’ (there was no purchase conversion setup on site)

‘Thanks to all our hard work from, Stephanie, John and Taylor’ (your name is not Stephanie, John or Taylor)

‘What’s our single source of truth’
Internally screams



How measurement got stuck in the first place

- > Comes in after strategy is locked
- > Budget gets allocated before measurement is defined
- > Asked to move fast, then asked to prove impact
- > Invisible when it works, obvious when it breaks

This isn't about
execution, you're
just not being heard.



🔗 How to Exit the Void 101.



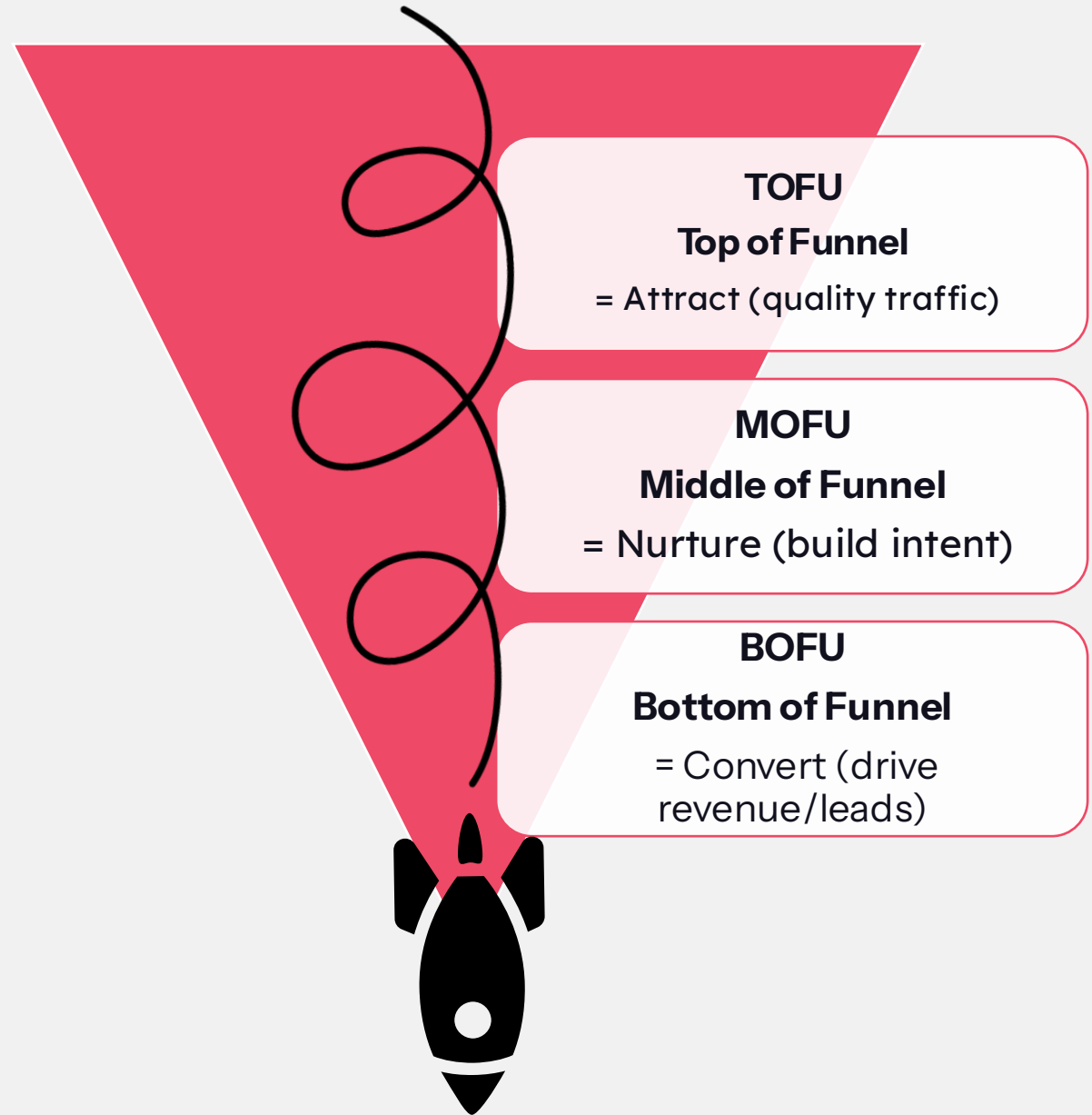
- ∞ What you might have (or should have) done:
- ∞ Aligning with other teams before launch.



Previous Failed Launches

TOFU MOFU BOFU

The formula marketers (and most people) understand.

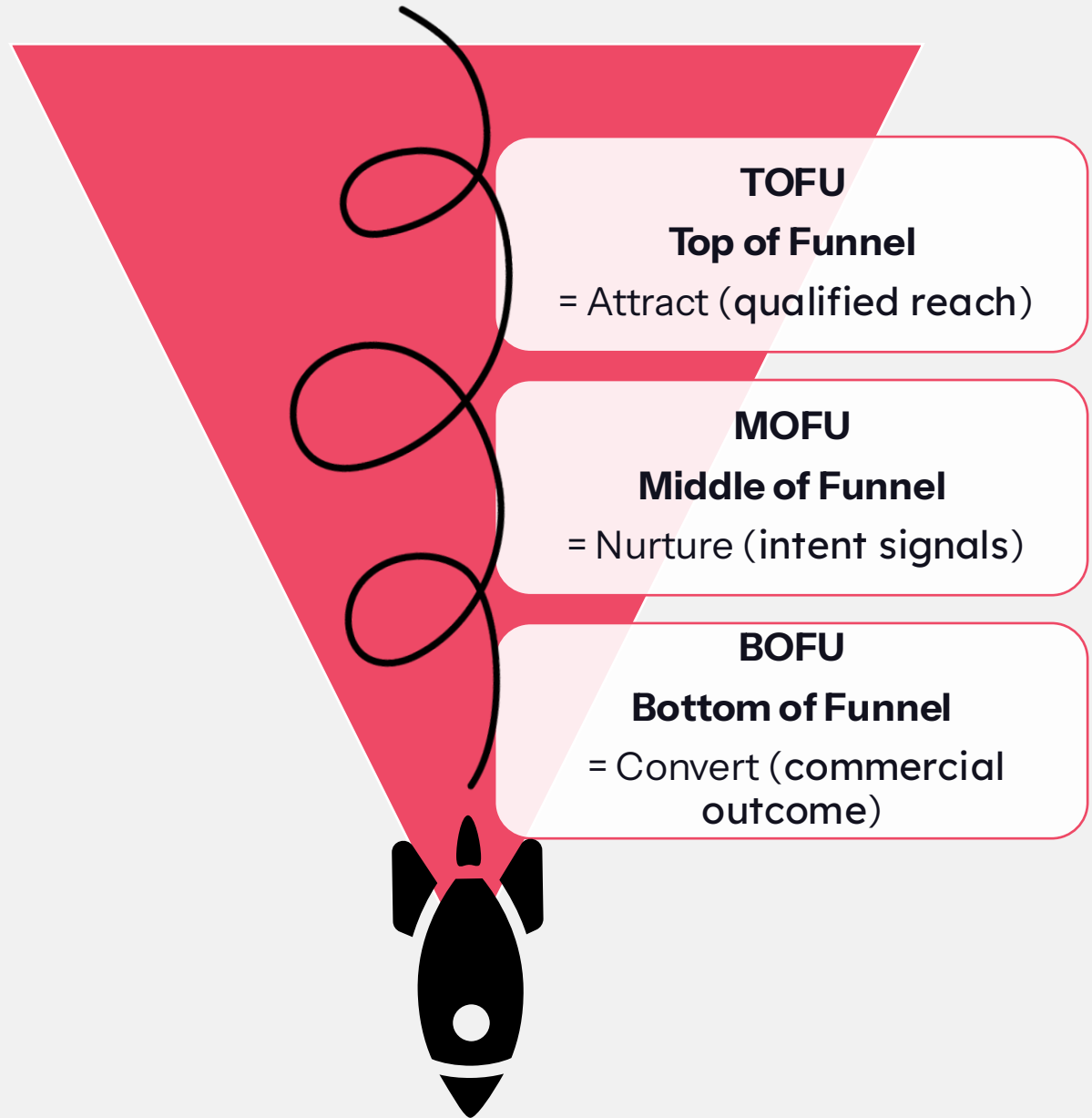


Previous Failed Launches

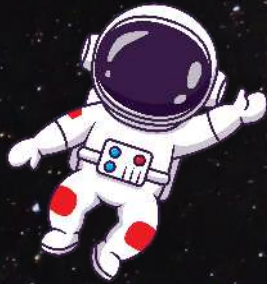
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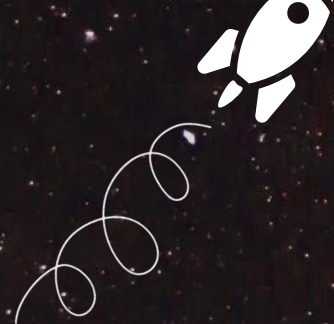
Reframed as a measurement system, not just a funnel

- **Defined inputs** (traffic sources, users)
- **Defined behaviours** (engagement, actions)
- **Defined outputs** (revenue, conversion)

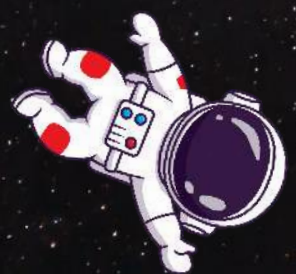


∞ We've now aligned both teams on the same system.

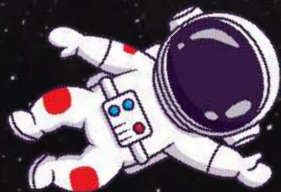




∞ But it is still not enough



∞ ... why does proving value feel hard?





Steps to escape the void

(Not science)



Create gravity



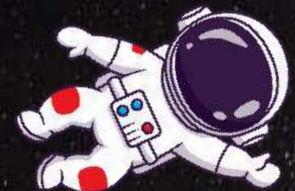
Frequency



Plot destination



Is that
movement?

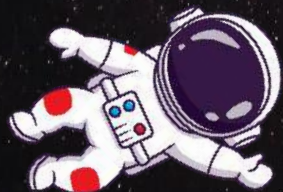


Create Gravity

Anchor everything to
revenue, cost or risk.

In the void

“Conversion rate dropped 12% last week.”



With Gravity

“We’re losing £180k/month
from mobile drop-off on the
checkout page.”

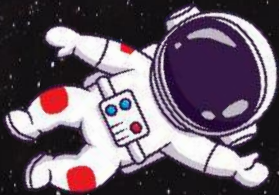


Change the signal

Remove the technical language

In the void

“There’s a disconnect between sessions and CVR due to attribution inconsistencies.”



With Clear Signal

“We’re over-crediting paid by 30%, which is skewing budget decisions.”

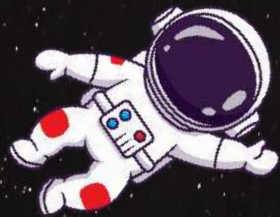


Pick a destination

Be specific (numbers > concepts)

In the void

‘Email open rates are down’



With Direction

“We should test a shorter subject line format this week to recover the 15% opens”

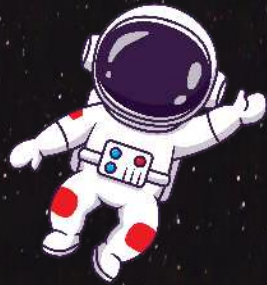


Create movement

Tie it to a decision someone
needs to make

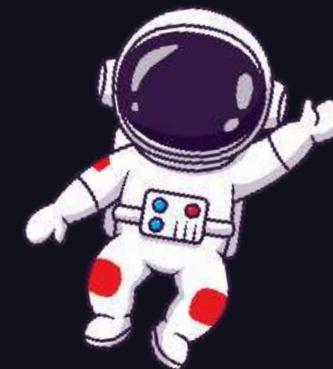
In the void

We should look into simplifying the
checkout



With movement

‘Let’s look at checkout simplification
this sprint to unlock additional
revenue’



Steps to escape the void

(Not science)



Gravity:
Make it matter
(£, risk, cost)



Frequency:
Make it
understandable



Destination:
Make it
concrete



Movement:
Make it
actionable.

Stop screaming into the void.

The goal isn't to be heard, it's to be impossible to ignore



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with me

