

Three Ways to Efficiently Put Research and Analytics to Productive Use

Tim Wilson

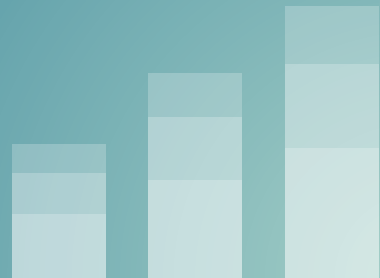
Paubox Social Mixer

26-Oct-2023





Data usage can
be broken
down into
three buckets



Performance Measurement



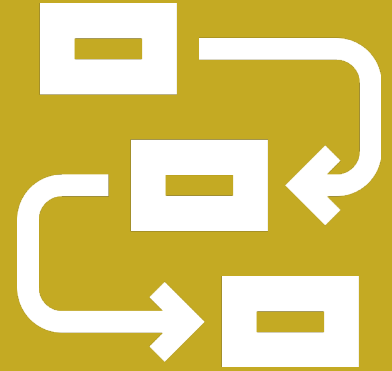
Where are we today relative to where we expected to be today at some point in the past?

Hypothesis Validation



What idea do we have that, if true, would lead to action that would have a positive business impact?

Operational Enablement



We are directly putting the data itself to tactical use as part of a clearly defined process.

Performance Measurement



Where are we today relative to where we expected to be today at some point in the past?

*What are your
KPIs?*



Performance Measurement



Where are we today relative to where we expected to be today at some point in the past?



er Lead
Page Order Value
Average Lead Score
Opportunities Qualified Leads
New/Repeat Customers
Gross Margin
Social Shares
Open Rate
CTR
ROAS
Users
GMROI
CPC
Video Views
Purchase Intent
Revenue
AUR
CPM
Revenue by Product
Clicks
Units
Impressions
Searches
CTOR
Engagements
Lifetime Value
GM by Product
Newsletter Signups

Performance Measurement



Where are we today relative to where we expected to be today at some point in the past?

Two Magic Questions:

What are we trying to achieve?

How will we know if we've done that?

Performance Measurement



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Performance Measurement



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Two Magic Questions:

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↪ Meaningful KPIs
(Metrics + Targets)

Performance Measurement



Campaign to
Promote Expanded
Services

What are we trying to achieve?

*An email clickthrough rate (CTR) and
click-to-open rate (CTOR) that
exceeds industry benchmarks.*

How will we know if we've done that?

Performance Measurement



Campaign to
Promote Expanded
Services

What are we trying to achieve?

Increase awareness and usage of the services that we now provide at our newly opened sports medicine facility.

How will we know if we've done that?

200,000 social media impressions

Social media CPM \leq \$12

Email CTR \geq 10%

Performance Measurement



Campaign to
Promote Expanded
Services

What are we trying to achieve?

Increase awareness and usage of the services that we now provide at our newly opened sports medicine facility.

How will we know if we've done that?

5,000 engaged visits to the sports medicine services page on the site

150 sports medicine appointments initiated from the site or digital ads

Performance Measurement



Where are we today relative to where we expected to be today at some point in the past?

What do we do if we're **missing expectations?**

Hypothesis Validation



What idea do we have that, if true, would lead to action that would have a positive business impact?

hypothesis

hī- 'pä-thə-səs

a **tentative assumption** made in order to draw out and test its logical or empirical consequences

Source: Merriam-Webster definition #2

Hypothesis Validation



What idea do we have that, if true, would lead to action that would have a positive business impact?

Hypothesis!

We believe *[some idea]...*

...because *[some observation or evidence].*

If we are right, we will
[take some action].

Check for actionability!

Hypothesis Validation



Low Awareness of
Imaging Lab Among
Target HCPs

We believe...

Many physicians who could be referring our services are not aware that we have a presence near them.

...because...

Our newest locations are less than 3 years old, while our competitors have had a presence for over a decade in the same market.

If we are right, we will...

Run a direct marketing campaign targeting physicians located within 8 miles of each of our labs.

A hypothesis library is a useful repository

We believe...

Many physicians who could be referring our services are not aware that we have a presence near them.

Many patients would prefer to book appointments online rather than by phone.

Patient video testimonials will be an effective way to drive sign-ups to our weekly newsletter.

...because...

Our newest locations are less than 3 years old, while our competitors have had a presence for over a decade in the same market.

Our intake staff has anecdotally reported that patients regularly ask why this is not an option.

Video testimonials get the highest engagement of all of the different social media content we post.

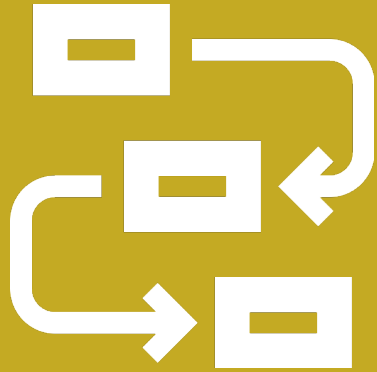
If we are right, we will...

Run a direct marketing campaign targeting physicians located within 8 miles of our labs.

Invest in the tools / integrations required to enable online appointment booking.

Establish an ongoing process for adding two new patient testimonials per month to our content.

Operational Enablement



We are directly putting the data itself to tactical use as part of a clearly defined process.

The **fulfillment process** for an ecommerce website

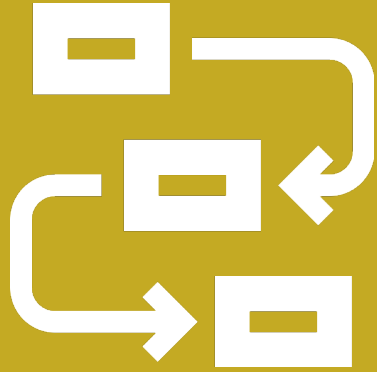
The **online appointment process** for a healthcare website

A “next best action” B2B **lead management process**

A dynamic landing page **personalization process**

Etc.

Operational Enablement



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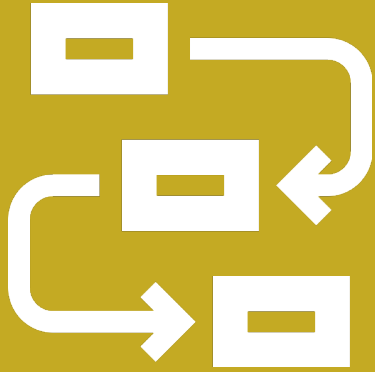
Hypothesis Validation

Why do we think the process will deliver value?

How will we determine it delivers that value as expected over time?

Performance Measurement!

Operational Enablement



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Generative AI is an **operational enablement** use of data.

Performance Measurement



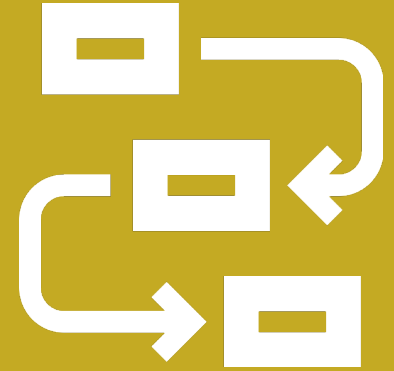
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Operational Enablement



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Thank you!



These Slides

bit.ly/paubox-mixer

Podcast

analyticshour.io

Social

[@tgwilson](#) (X/LinkedIn)

[@tgwilson.bsky.social](#) (Bluesky)

Email

tim.wilson@gilliganondata.com

/imagine

prompt

A smiling old man holding a bucket in each hand with another bucket balanced on top of his head in a mid-century modern style

Images: *Midjourney AI*