

Marketing Analytics

Role Definition

Measure, manage, and analyze marketing performance to maximize its effectiveness, provide visibility and insights, and optimize ROI.

RevelOne Insight

Focus your search on the archetype and skills that best align with your needs. Program maturity is also a key consideration for these roles - is the person establishing early program analytics and workflows vs. optimizing mature advanced analytics at scale?

Section 1. Role Archetypes

The Analytical Marketer

- Insights & implications-driven marketer first; more likely to have a business degree than math.
- Crosses quant skills with marketing sense, business strategy, and customer/market perspective.
- Curious, hypothesis-driven and seeks to find business opportunities in numbers.

The Data Scientist

- Background in applied mathematics or stats, can solve complex quant problems, understands the tech stack, loves SQL and heavier duty stats packages.
- Most needed in businesses at scale with large advertising spend, complex multi-channel customer journeys or a high volume of transactional data.

The Builder

- May come from engineering or tech background, understands data flows and the underlying technology and can work with engineering teams to upgrade and optimize the tech stack based on business requirements.
- Good choice when building out infrastructure or enhancing complex workflows is more key than direct marketing knowledge.

Section 2. Role Leveling

Common Titles

VP/Dir: Marketing Analytics & Strategy, Analytics & Data Science, Marketing Intelligence, Data Operations, and Business Intelligence.
Marketing Analyst, Marketing Data Analyst, Digital Marketing Analyst, eCommerce Analyst, and Business Intelligence Manager.

Role Leveling Chart

VP

- Larger organizations with high scale marketing spend and customer data may have a VP level leader over a team spanning analytics, tech, and data science.
- Exec leader with a seat at the table with CMO or other execs to inform current business strategy and align analytics capability with company strategy.
- Came up through analytics or quant marketing path but now focuses on management and strategy.

Director/Head Of

- Player-coach who can develop strategy and insights while still engaged in analytics operations and activities. Experienced in managing a small team.
- Self-directed and connects both data insights and operations to broader business.
- Plays role of “neutral” advisor to head of marketing on performance and opportunities across channels and activities in the function.

Manager

- Individual contributor focused on capturing and reporting data, developing dashboards, and providing first level analysis / insight.
- Capable of working across different marketing functions and team members (e-commerce, media, performance, acquisition).

Section 3. Priorities & Skills

Instructions

RevelOne suggests that you select 3-5 top role priorities to properly focus the requirements for the role / search.

Role Priorities Chart

Measure and deliver marketing analytics insights to improve ROI of marketing programs.

Establish or improve attribution methodology.

Develop and manage data infrastructure to support analytics requirements across the customer lifecycle (acquisition, retention, profitability).

Design, implement, and measure controlled experiments to determine the impact of new approaches.

Analyze customer segments and uncover key, actionable insights about users and behaviors.

Develop advanced analytics capabilities including predictive and statistical modeling.

Deliver real-time data and insights to the marketing org and exec team.

Provide data-driven thought leadership on big-picture marketing trends.

Additional considerations for discussion

- Company stage
- Scale and Complexity of marketing spend and user journey
- Vertical and company experience
- State of current analytics infrastructure

Instructions

Select the most desired skills. Consider priorities and skills holistically to ensure you seek skill sets that nest together in real-life candidates.

Skill Portfolio Chart

Marketing Analytics

Performance marketing and paid acquisition measurement

Multi-touch / cross-channel attribution

Pricing / promotions

Communications

Ability to communicate insights and analytics strategy to rest of org

Execs: can communicate, advocate, make business recommendations at senior level

Website / Conversion Analytics

Conversion rate optimization

A/B testing and creative experimentation

Funnel analytics, Merchandising / ecommerce analytics

CRM / Retention / Lifecycle Analytics

Customer segmentation

LTV based on customer behavior

Lifecycle marketing

Reporting / Data Workflows

Marketing & Site Analytics

SQL, R, Python, Hive / Presto

BI Tools (Tableau, Qlikview, Looker, etc.)

Stats and data mining packages (e.g., R, SAS, SPSS)

Data management: SQL / RDBMS, Hadoop and/or other big data technologies