



# Marketer's Guide to Holiday 2020

## Edition 3 | Key Indicators to Watch

by **ovative**group

*Expecting the unexpected is more critical than ever this holiday season. How can you avoid data overload, focus on the right metrics, and keep a pulse on the changing environment? Ovative is here to help!*

### What Should I Track and Why?

We've gathered a checklist of key metrics to monitor this holiday. Comparing these metrics to last year, similar comparable sales periods this year, and including nuances for your specific business (e.g. store closures) is critical to telling the data story.

### Marketer's Checklist:

Category	Indicators to Watch	Why
<b>Media Performance</b>	<ul style="list-style-type: none"><li>• Revenue</li><li>• Traffic &amp; click-thru rate (CTR)</li><li>• Conversion rate (CVR)</li><li>• Return on ad spend (ROAS)</li><li>• Enterprise Marketing Return (EMR) *</li><li>• Cost per click, cost per impression</li></ul>	Tracking media performance in the context of the broader business allows you to optimize key levers to hit your goals.
<b>Site Performance</b>	<ul style="list-style-type: none"><li>• Site visits</li><li>• Conversion rate (CVR)</li><li>• Cart abandonment rates</li></ul>	Keeping a pulse on key site metrics will help you quickly diagnose user behavior and issues with the site.
<b>Consumer Trends</b>	<ul style="list-style-type: none"><li>• New customer rates</li><li>• Buying behavior (category, device, etc.)</li><li>• Consumer sentiment, social conversation</li></ul>	Customers are at the core of your business - watch what they are doing and respond accordingly.
<b>Macro Trends</b>	<ul style="list-style-type: none"><li>• Unemployment rate, stock market, credit card default rates</li><li>• COVID-19 closures, state mandates, case rates</li></ul>	Understanding broader industry trends helps explain and predict marketing performance.
<b>Promotional Calendar</b>	<ul style="list-style-type: none"><li>• Promotions</li><li>• Key events</li><li>• Philanthropy, PR</li></ul>	Key events drive marketing performance.
<b>Operations</b>	<ul style="list-style-type: none"><li>• Product launches</li><li>• Inventory levels and shifts (full price, markdown, clearance)</li><li>• Shipping cutoff dates</li><li>• Fulfillment capabilities</li></ul>	Product mix, availability, and pricing also influence marketing performance.

\*EMR incorporates online and offline revenue, future customer value, incrementality, and profitability into a single metric of success. EMR is not just a return metric but also a mindset that pushes business leaders to transform how they approach marketing.

When holiday chaos hits, we want you to be ready! Ovative will be providing updates to the metrics we are watching, what we are seeing across our clients, and actionable insights this holiday season.

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