

Marketing Analytics Roadmap: Priorities, Milestones, and Communication



- A roadmap is an executive-backed operating plan, not a tool list



- It links business outcomes to sequenced initiatives, owners, and milestones



- Three pillars: priority selection, milestone design, stakeholder communication



- 2026 urgency: cookie loss, inflated platform reporting, AI-driven ad buying



- Promise: a prioritized 12-month roadmap draft and communication plan

Why Roadmaps Fail and How Maturity Shapes What You Can Promise



- Common failures: tool-first scope, no owner, no prioritization logic



- Five maturity levels: ad hoc, reporting, governed core, self-service, predictive



- Maturity caps what 12 months can realistically deliver



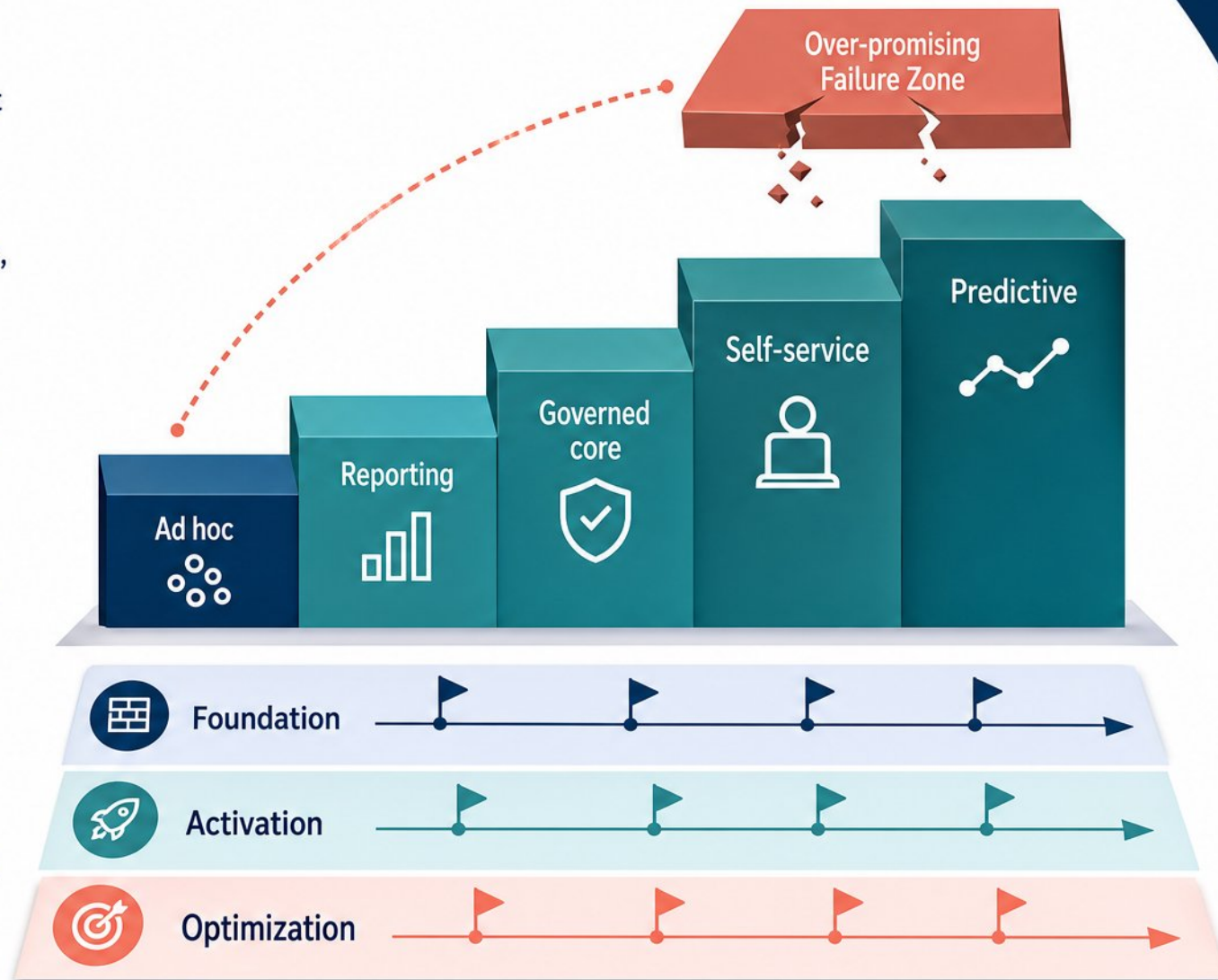
- Over-promising causes scope creep, eroded trust, analyst burnout



- Diagnose first: agreed metric definitions, named owners, quality monitoring



- Convert gaps into foundation, activation, and optimization workstreams



Priority-Setting: From Business Goals to Defensible Analytics Use Cases



- Start from business goals, then reverse-engineer use cases—never start from tools



- Score on value, feasibility, data readiness, time to insight, dependency depth



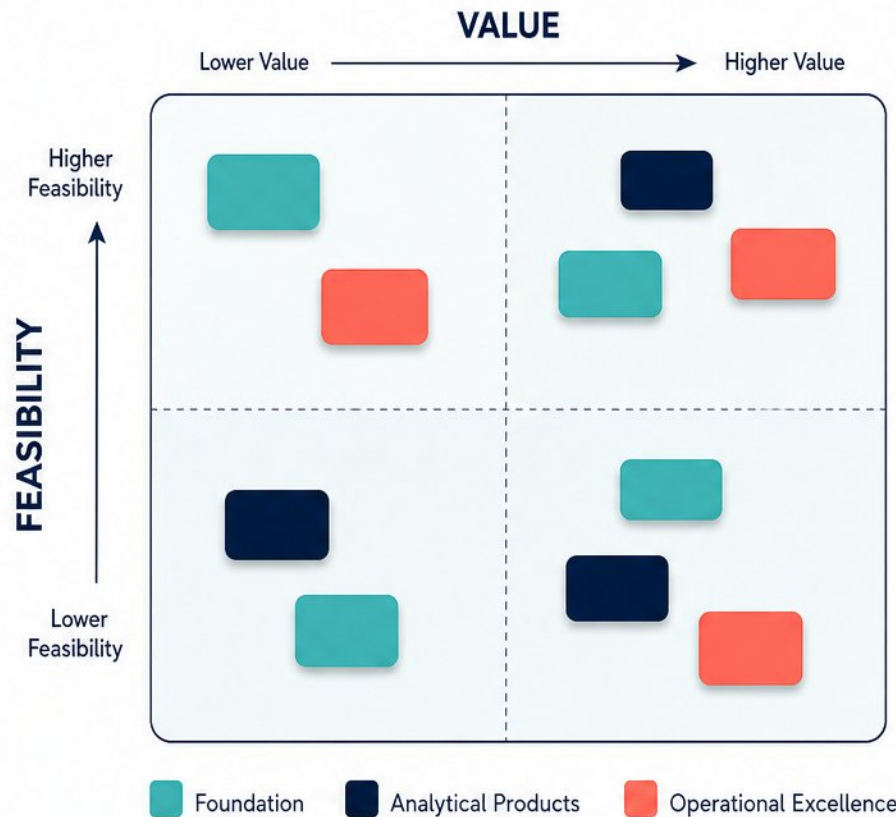
- Balance the mix: 40% foundation, 40% analytical products, 20% operational excellence



- Sequence by dependency: foundation → self-service → advanced analytics → AI



- Plan now/next/later with a few items, not a 50-item wish list



SCORING CRITERIA



Value



Feasibility



Data Readiness



Time to Insight



Dependency Depth

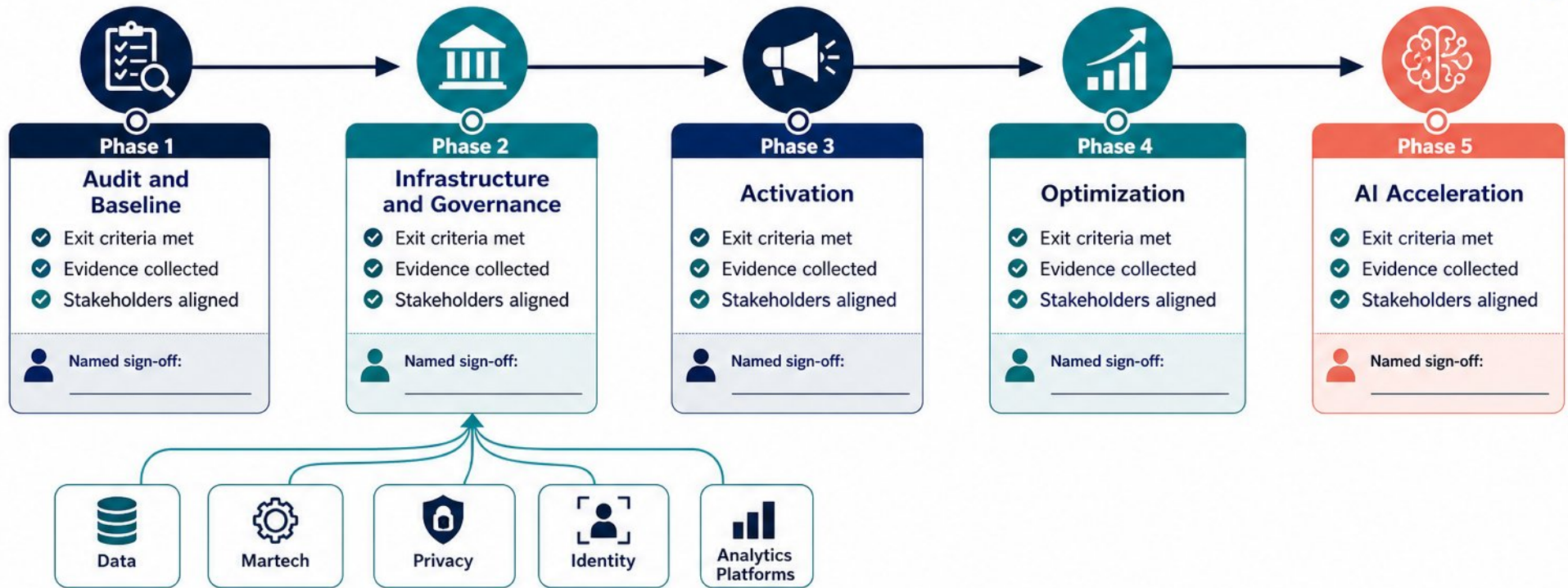
SEQUENCE BY DEPENDENCY



PLAN NOW / NEXT / LATER

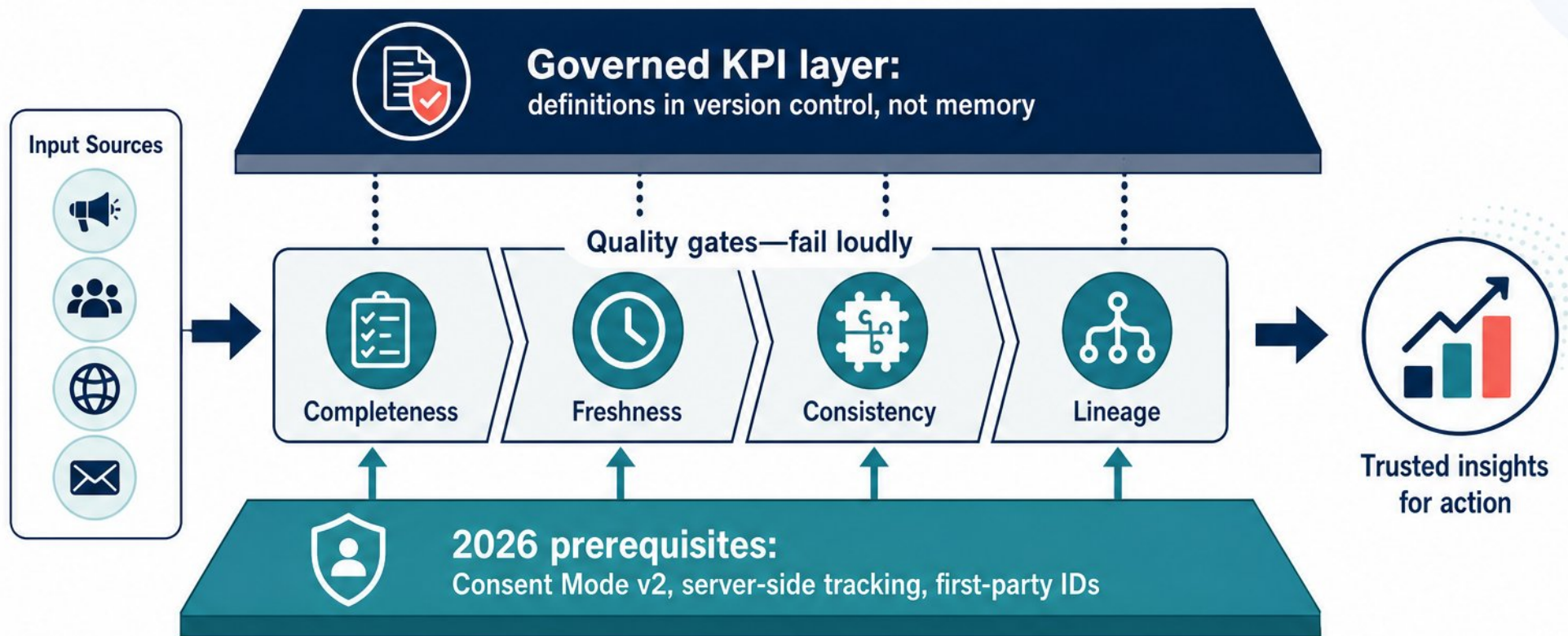


Milestone Design: Phasing, Dependencies, and Definition of Done



- Milestones = verifiable outcomes with exit criteria and named sign-off
- Phase gates: audit and baseline → infrastructure and governance → activation → optimization → AI acceleration
- Map dependencies first: data, martech, privacy, identity, analytics platforms
- Definition of done: documented, tested, adopted, monitored—with a named owner
- Add buffers, sequencing options, and explicit de-scoping rules; no exclusions = wish list
- Never promise dates before dependencies are validated

Measurement Foundations: Governed Metrics and Trusted Data



- Governed KPI layer: definitions in version control, not memory



- Quality gates on completeness, freshness, consistency, lineage—fail loudly



- 2026 prerequisites: Consent Mode v2, server-side tracking, first-party IDs

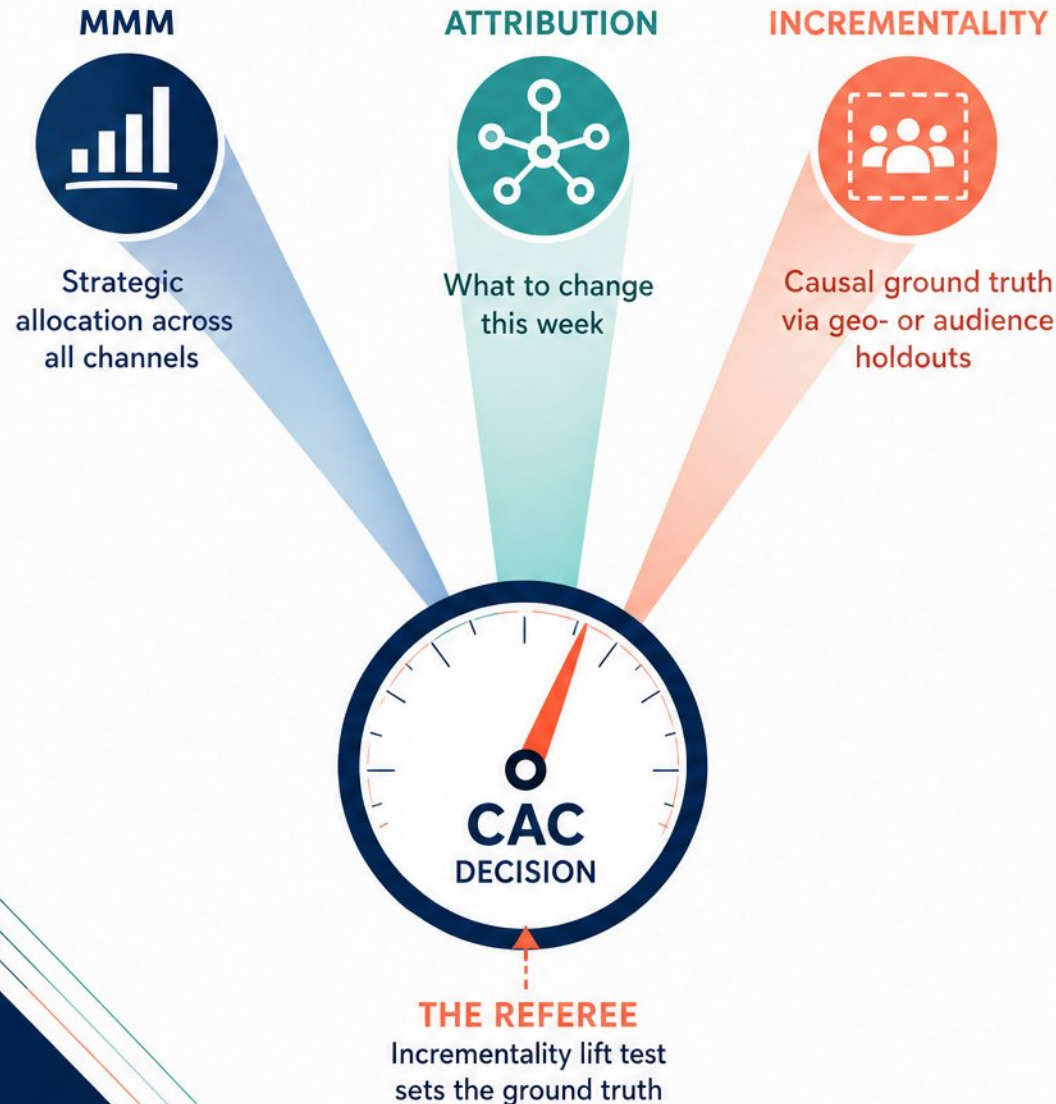


- Attribution steers daily; incrementality validates causally for reallocation



- Documentation and self-service standards stop quarterly metric re-litigation

The 2026 Measurement Triangulation: MMM, Attribution, and Incrementality



- **MMM:** strategic allocation across all channels; aggregate data, no user tracking; monthly to quarterly refresh
- **Attribution:** what to change this week; real-time but correlational, biased by signal loss
- **Incrementality:** causal ground truth via geo- or audience holdouts; at least one clean test per quarter
- **Disagreement is diagnostic:** anchor by the decision; a fresh, relevant lift test is the referee
- **Triangulated CAC:** attribution's number discounted by incrementality, capped by MMM's efficiency boundary

Stakeholder Communication: Audiences, Cadence, and Narrative



- Map audiences: sponsors, growth, finance, engineering, frontline marketers



- Executives need outcomes and confidence; finance needs revenue reconciliation



- Cadence: weekly ops, monthly deep dives, quarterly roadmap refresh



- Use outcome language: risk reduced, cycle time shortened, decisions accelerated



- Name assumptions, state confidence ranges, document what was deprioritized

Dashboards, Reviews, and Feedback Loops That Keep the Roadmap Alive



ROADMAP HEALTH DASHBOARD



DELIVERY
STATUS



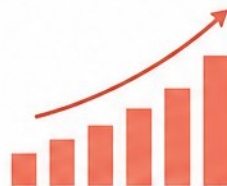
ADOPTION
SHARE OF INTENDED
AUDIENCE



DATA
QUALITY
SIGNALS



VALUE
REALIZED



- Roadmap health dashboard:
delivery, adoption, data quality,
value realized



- Monthly quality reviews;
60-minute quarterly
priority refresh



- Adoption predicts value:
weekly active consumers,
time to insight



- Reserve 20–30% of sprint
capacity for ad hoc requests



- Sunset stale dashboards
and models—they still
return wrong numbers



SPRINT CAPACITY



20–30% RESERVED
FOR AD HOC WORK



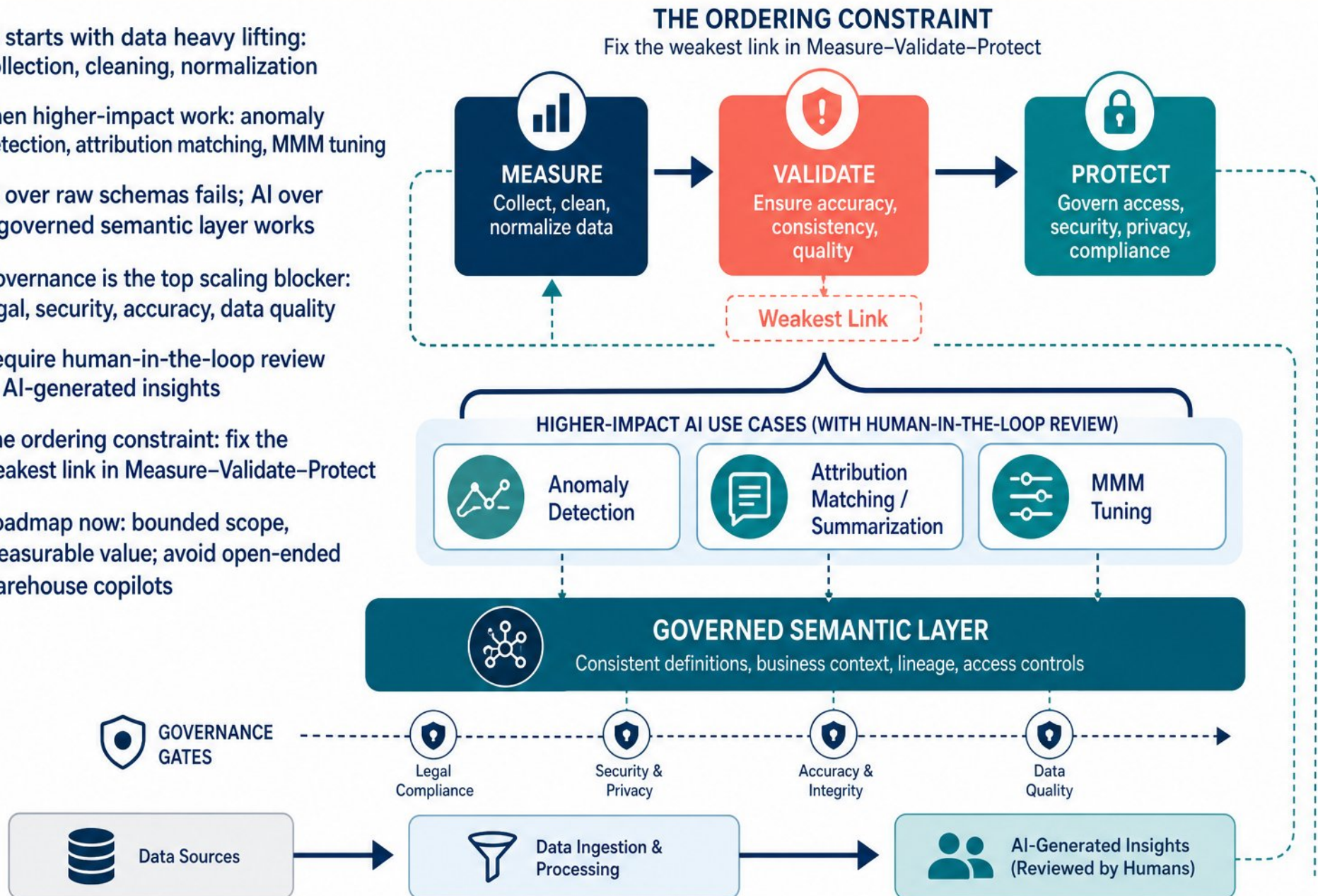
SUNSET: RETIRED REPORTS



AI-Augmented Analytics: Where It Changes the Roadmap



- AI starts with data heavy lifting: collection, cleaning, normalization
- Then higher-impact work: anomaly detection, attribution matching, MMM tuning
- AI over raw schemas fails; AI over a governed semantic layer works
- Governance is the top scaling blocker: legal, security, accuracy, data quality
- Require human-in-the-loop review of AI-generated insights
- The ordering constraint: fix the weakest link in Measure–Validate–Protect
- Roadmap now: bounded scope, measurable value; avoid open-ended warehouse copilots



Operating Model, Roles, and Cross-Functional RACI



- Core roles: analytics owner, data steward, martech lead, business sponsor, embedded analysts



- Each role accountable for outcomes, not tasks; clear SLAs



- Hybrid hub-and-spoke: centralize standards, embed analysts where decisions happen



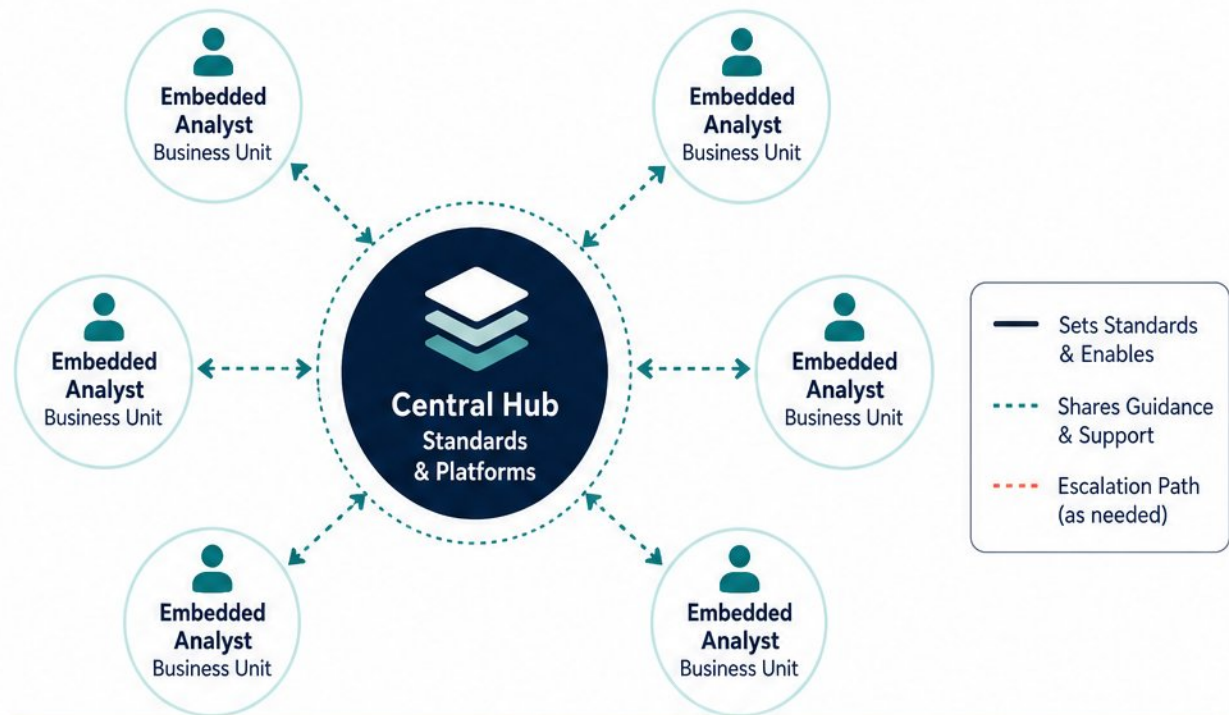
- RACI clarifies roadmap decisions, data access, metric changes, dashboard certification



- Escalation paths and decision rights stop constant roadmap renegotiation



- Hiring follows the roadmap: analytics engineer, measurement lead, data steward first



RACI: Key Decision Areas				
Role	Roadmap Priority	Data Access	Metric Change	Dashboard Certification
Analytics Owner	A	A	A	A
Data Steward	C	R	R	C
Martech Lead	C	C	C	R
Business Sponsor	A	I	A	A
Embedded Analysts	C	I	C	I

Building the Roadmap: Templates, Sequencing Logic, and Quality Criteria



- Five templates: one-page summary, scored priority list, phased milestones, dependency map, communication calendar



- Sequence for credibility: quick wins in 90 days, then foundation before features



- Self-service before predictive models; respect real team capacity



- Quality bar: named owners, measurable milestones, explicit dependencies, stated exclusions, one value metric each



- Executives fund plans that reduce uncertainty; track roadmap churn—over 30% signals recalibration

90 DAYS

6 MONTHS

12 MONTHS



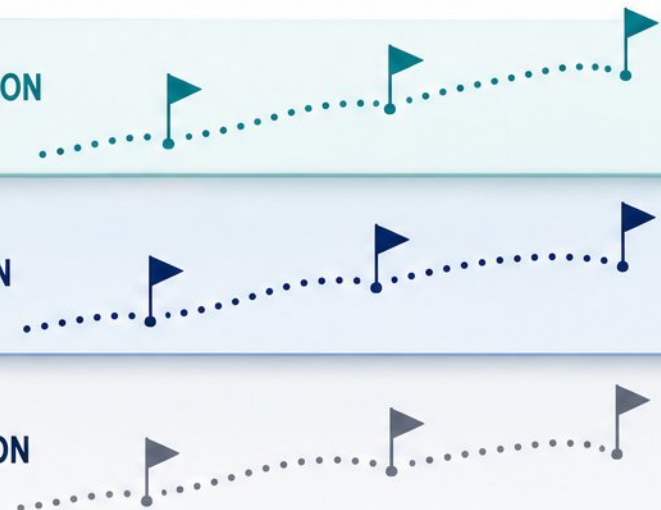
OPTIMIZATION



ACTIVATION



FOUNDATION



QUALITY CRITERIA



Named owners



Measurable milestones



Explicit dependencies



Stated exclusions



One value metric each

Workshop: Draft Your 12-Month Roadmap and Communication Plan



- **Build four templates:** priority list, milestone plan, dependency map, communication calendar



- **Small-group exercise:** draft priorities and milestones using earlier scoring frameworks



- **Peer review** against data readiness, team capacity, and dependency depth



- **Write the one-page summary** and executive narrative: BLUF, outcomes, confidence levels



- **Commit to 30-60-90 day actions:** first quick win, first governance checkpoint

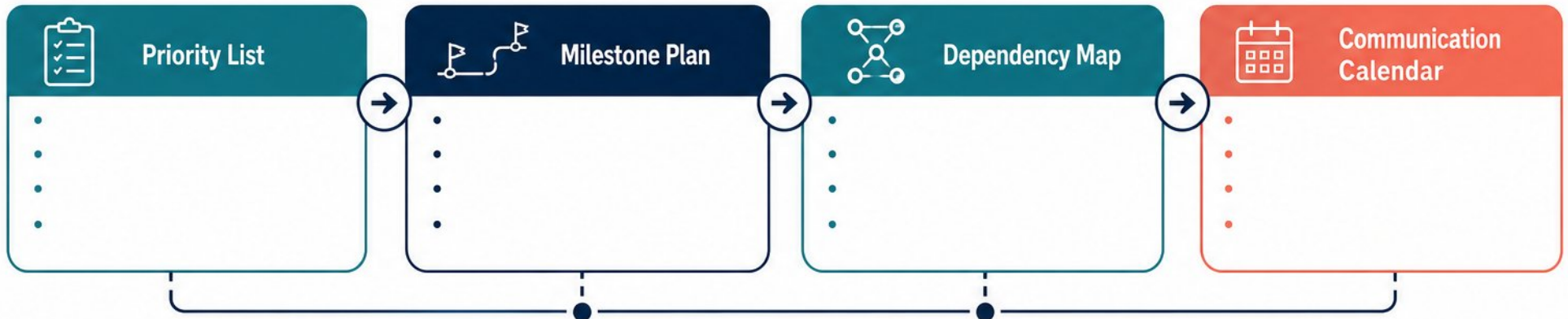


BLUF

Bottom Line Up Front

Outcomes: _____

Confidence Levels: _____



30 Days

First quick win



60 Days

First governance checkpoint



90 Days

Sustain momentum and course-correct

Putting It Into Practice: Governance, Adoption, and Continuous Refinement



- Governance cadence: short monthly quality and definition review; quarterly 90-minute priorities review



- Adoption is designed, not assumed: assign data champions, set a visible progress cadence



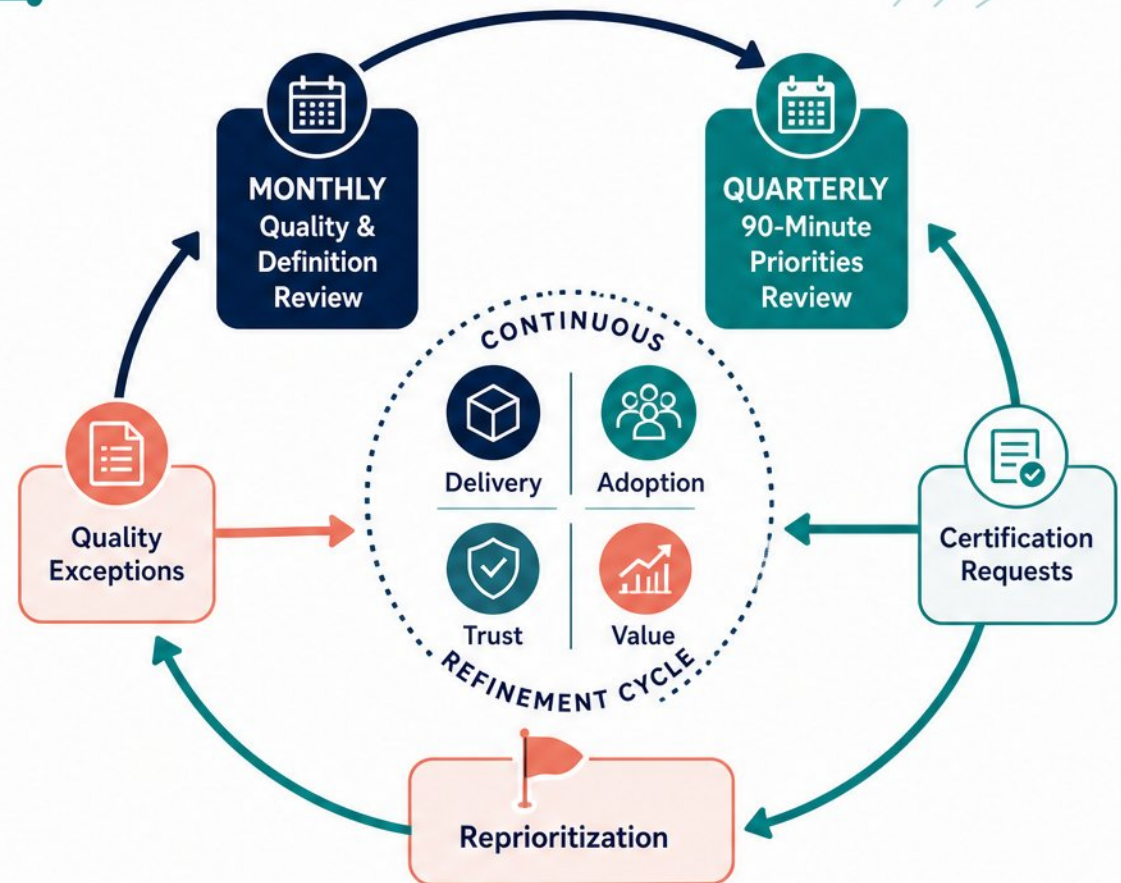
- Measure delivery, adoption, trust, and value separately; adoption leads, value follows



- Re-validate the measurement stack on schedule—drift, not visible breaks, is the failure mode



- Close with a personal action plan: one definition, one dependency, one stakeholder conversation



FOUNDATION



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