

Marketing That's Measurable. A 2025 Playbook



A guide to using Martech platforms, A/B testing, and reporting tools to support clear decisions and improve marketing performance.



Introduction



**Marketing without data
is guesswork. And
guesswork is expensive.**

Every campaign, customer interaction, and sale leaves behind a trail of information. Brands that understand how to read this information make better, faster decisions and stay ahead.

But most businesses collect data. Few know what to do with it.

This playbook isn't about throwing more reports at you, but to help you make decisions that move the needle.

What you'll find inside:

- ✓ The numbers that actually matter
- ✓ Tools that help you track and act, not just analyse
- ✓ Case studies of businesses turning data into impact
- ✓ A checklist to make analytics work for you



Why Businesses That Use Data Win More Often

01

Stop Guessing. Start Knowing.

- Every dollar is tracked - No more wasted budgets.
- Customers become easier to reach - Because you know what makes them tick.
- Decisions happen faster - No waiting months to figure out what worked.

02

What Happens If You Use the Right Data?

- Know what's working, stop what's not - Marketing moves that actually bring results.
- Less trial-and-error, more certainty - Save time and budget with smarter choices.
- No more "I think," only "I know" - Every action is based on clear insights.



Director's Comment – Dotdigital Experience

“ We’ve had a great experience working with the Dotdigital platform both internally and for our clients. It’s proven to be reliable, easy to work with, and flexible enough to support different campaign types and audience segments. Whether it’s a quick send or a more structured automation journey, the platform delivers.



Since making the switch, we've seen a noticeable uplift in email open rates, and our campaigns are consistently landing in inboxes rather than junk folders. The improved deliverability has helped us engage more effectively, and it's become a valuable part of our digital toolkit.

We're also very eager to explore the upcoming personalisation functionalities, which we believe will further support us in creating more meaningful and relevant experiences for our audiences.”

→ Tapan Patel, Director, DIGITXL.



The Tools That Make the Biggest Impact



Supports targeted emails, SMS and personalisation.



Test what's working and what's not on your site.



Deep insights into customer behaviour.



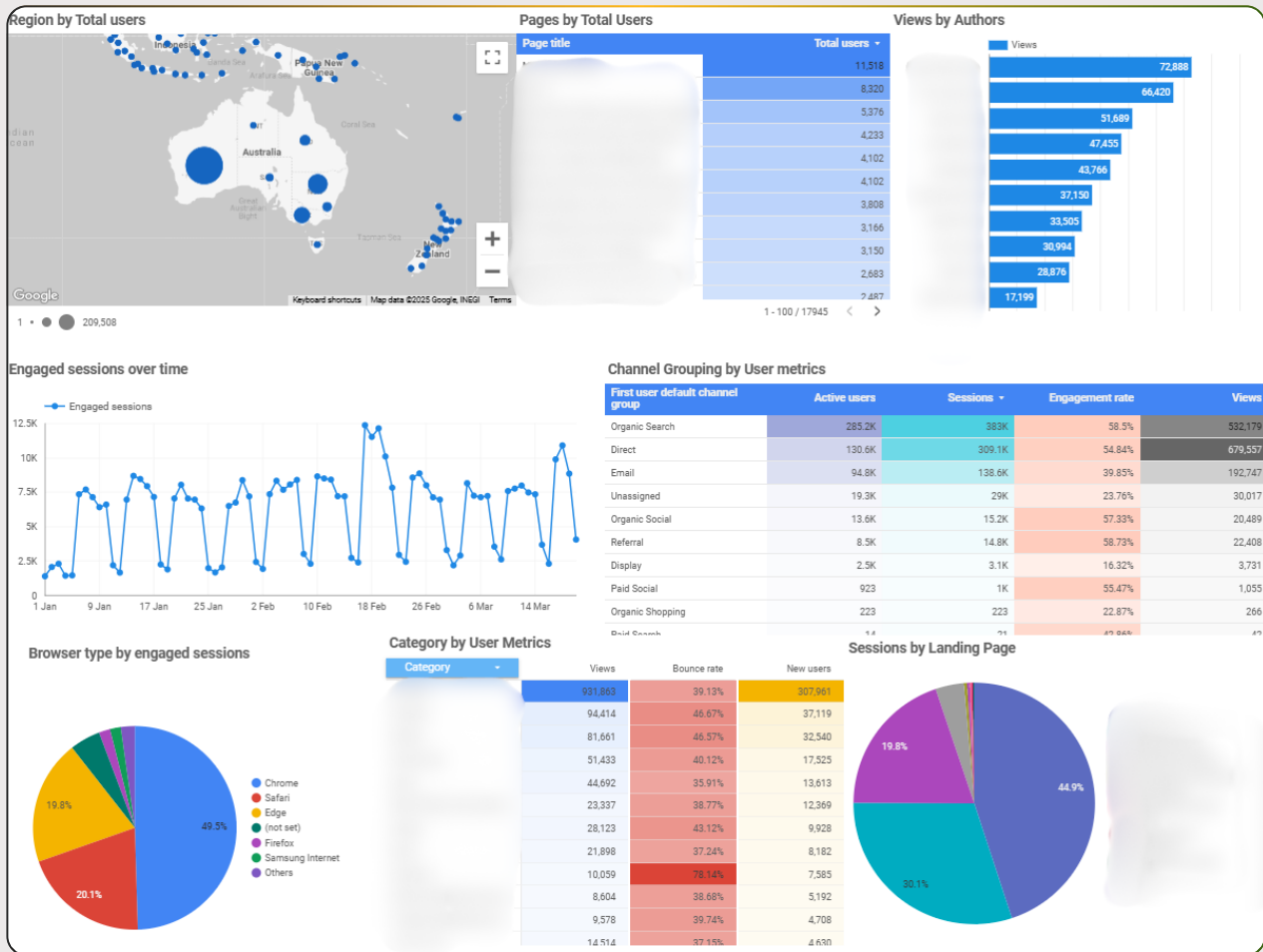
Makes sense of multiple platforms customer data.



Tracks website and app activity seamlessly.



Turns raw numbers into detailed dashboards.



→ The Result

A 45% increase in reader engagement in three months. Editors knew what was working while it was still relevant.

Page views rose across key categories, while bounce rates dropped noticeably. Editors responded faster to audience interests, helping surface more relevant stories at the right time. The team reported stronger collaboration between content, SEO, and analytics backed by clear, real-time data.

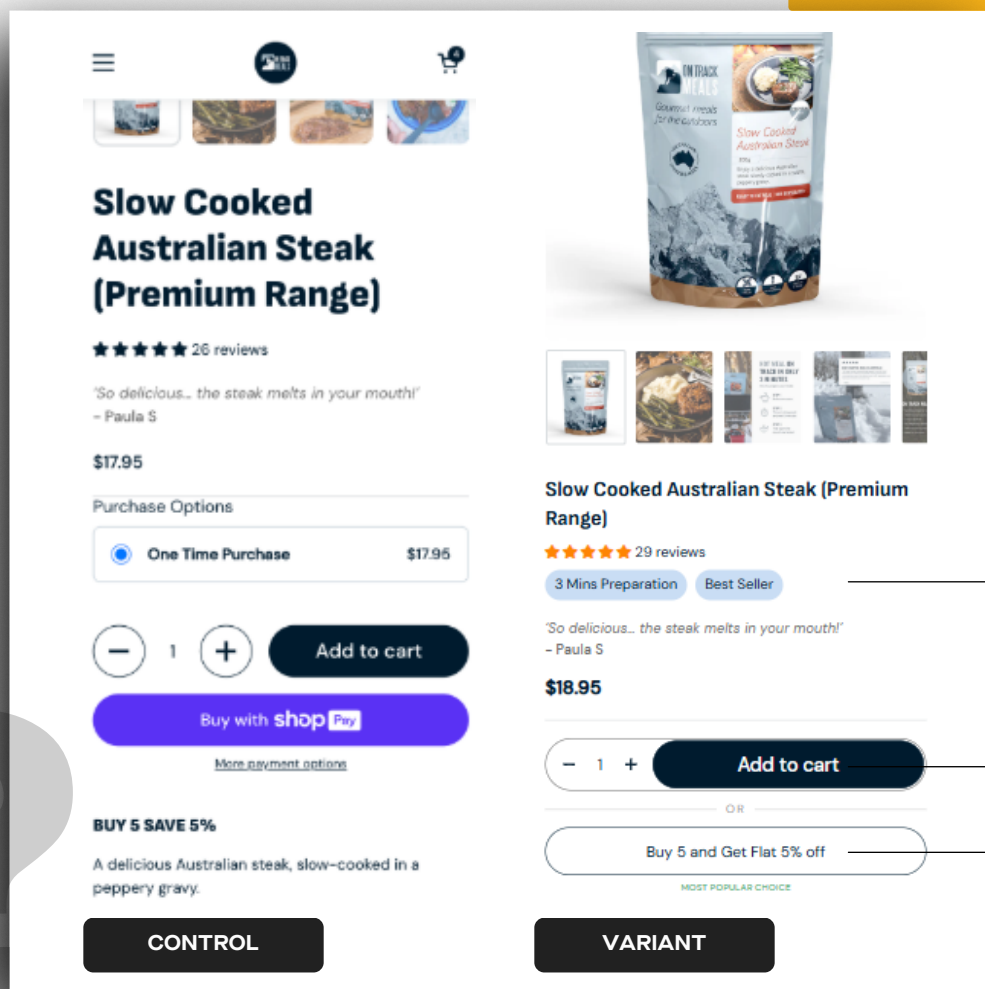


Case Study – An eCommerce Retailer Struggling With Conversions

The Problem

Plenty of website traffic, but not enough buyers.

- ✓ Users viewed product pages but didn't complete purchases.
- ✓ High cart abandonment rates signalled friction in the buying process.
- ✓ Traditional strategies weren't addressing the real issue.





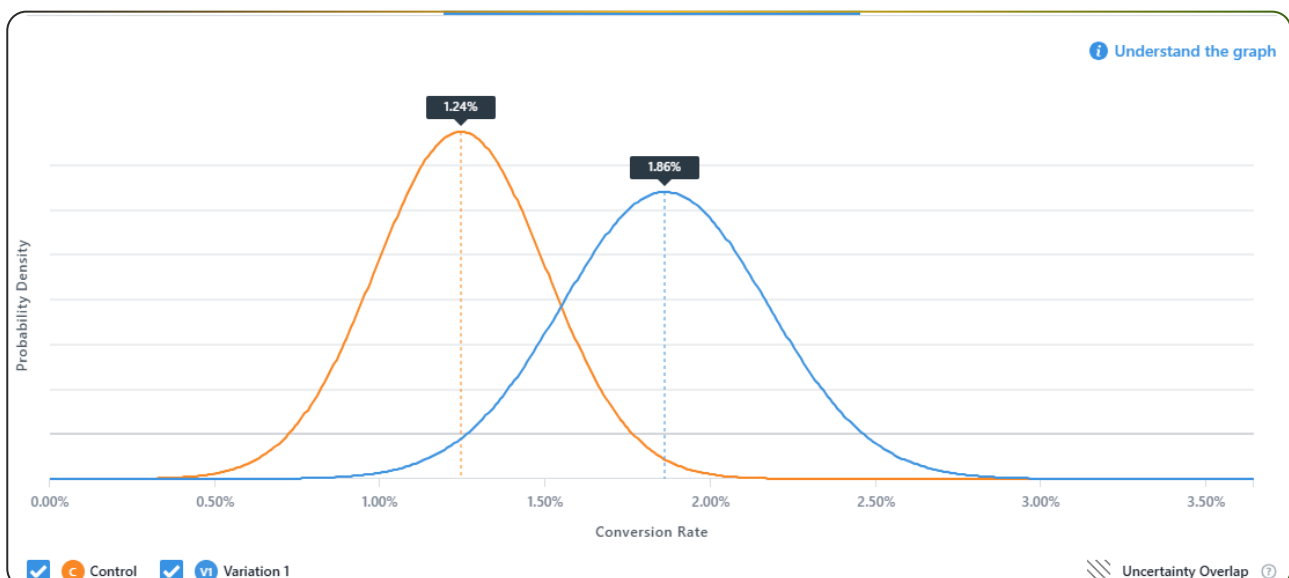
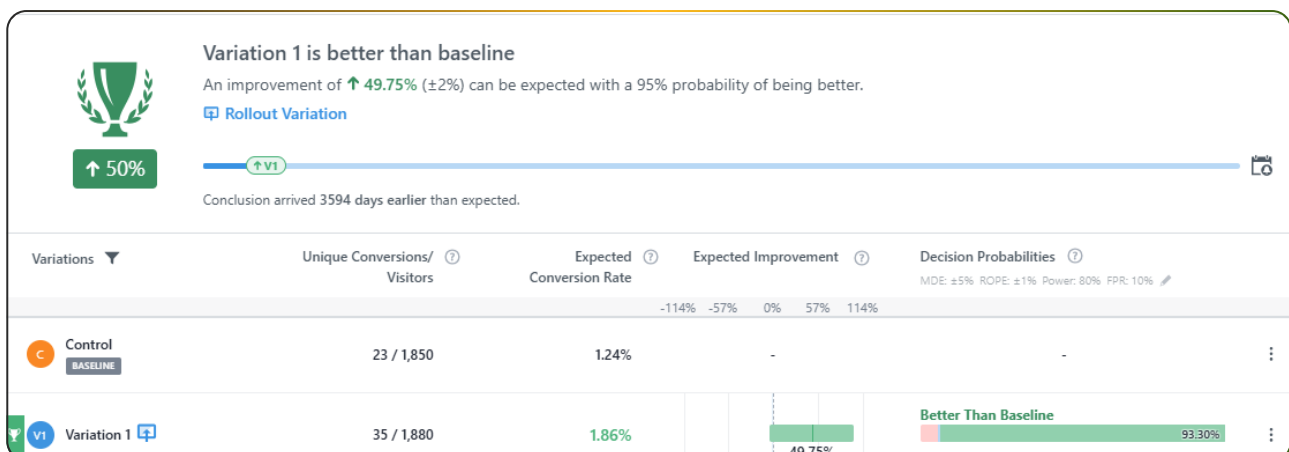
The Fix

- ✓ Added USPs along with descriptions to focus on value, not just features.
- ✓ Adjusted Add-to-action placement for better visibility.
- ✓ Added an Offer to replace the buy now button.
- ✓ Optimised page layouts to improve navigation and reduce drop-offs.

The Result

A 28% increase in conversions with no extra ad spend.

- ✓ Customers engaged more with refined pages.
- ✓ The checkout process became smoother, reducing friction.
- ✓ Data-backed insights led to more confident marketing decisions.





Creating Reports That People Actually Use

Reports Should Answer One Question: "What Do We Do Next?"

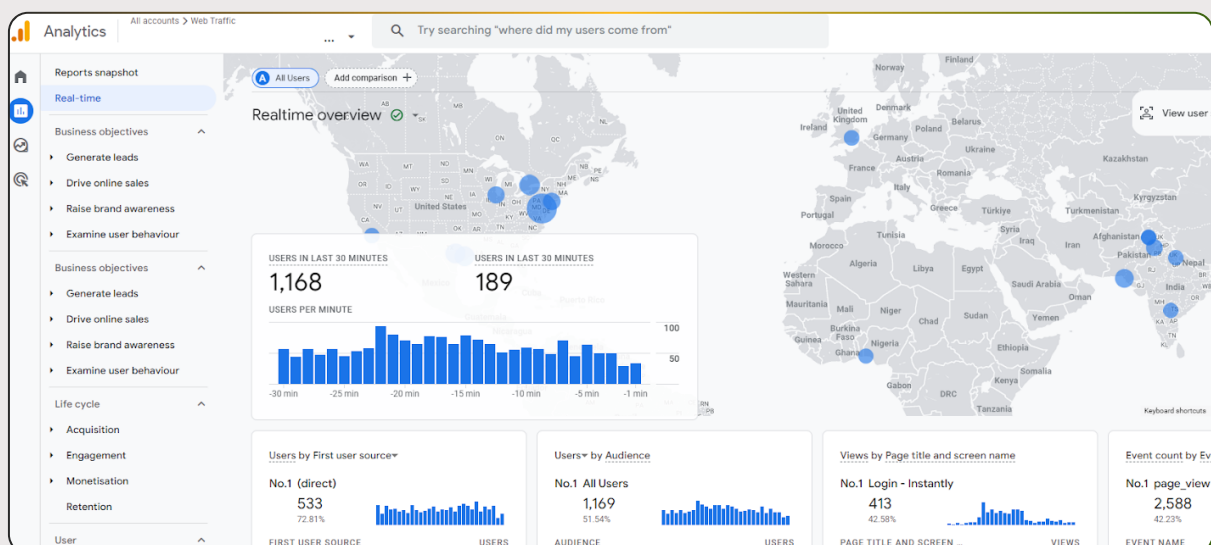
Too many reports look good but don't help anyone make decisions. A great report should make things clear, fast.

Common Mistakes That Make Reports Useless

- Too much data, not enough action
- More numbers don't mean better insights. Focus on what moves the needle.

What Good Reports Have in Common

- They're clear, visual, and simple
- If your team can't interpret a dashboard in under a minute, it's too complex.





The Essentials Every Marketer Should Follow



Track What Actually Matters

Not every metric is useful. If it doesn't help you make a decision, it's just noise.



Make Dashboards Simple and Actionable

A great dashboard should tell you what's happening in seconds not after hours of analysis.



Align Data Across Teams

Marketing, sales, and product teams should look at the same numbers otherwise, priorities clash.



Use Data to Predict, Not Just React

If you're always fixing yesterday's problems, you'll never get ahead of tomorrow's opportunities.



Data Privacy Builds Trust

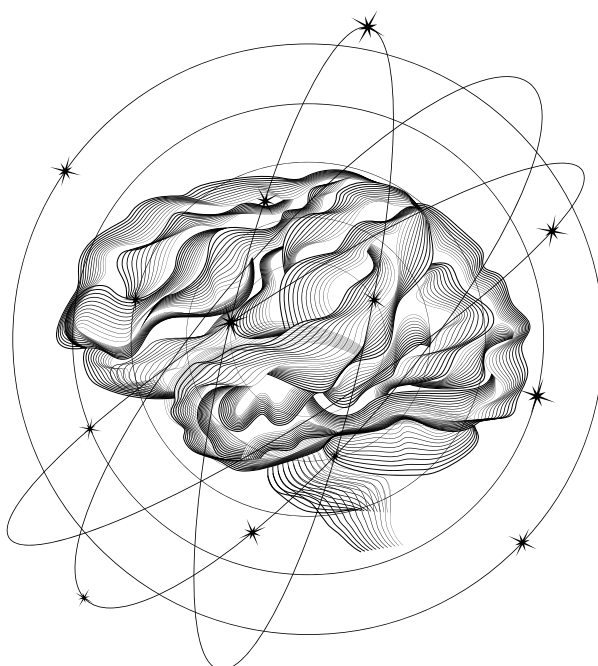
Customers expect brands to handle their data responsibly.. this isn't optional anymore.



Quick Reference Checklist

Your Cheat Sheet for Smarter Marketing Decisions

- ✓ Are you measuring success with real data or just assumptions?
- ✓ Do your reports actually help you decide what to do next?
- ✓ Are marketing and sales working from the same playbook or different ones?
- ✓ Are you testing, learning, and improving or just running campaigns on autopilot?
- ✓ Are you using every insight to make the next campaign stronger?
- ✓ Are you spending smarter, or just spending more?



Knowing what works is what separates smart marketing from blind spending.



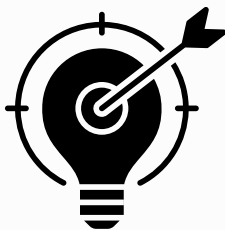
What's Next?

The Best Marketers Don't Guess. They Analyse, Act, and Win.

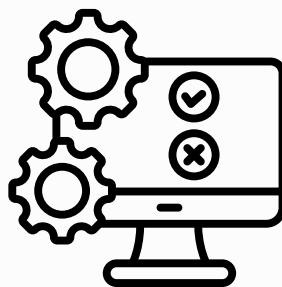


If you're still making marketing decisions based on intuition, it's time to change that.

- ✓ Turn insights into action. Use data to guide every marketing decision.
- ✓ Keep testing and improving. The best campaigns evolve with time.
- ✓ Make data a team effort. When sales, marketing, and product teams work from the same numbers, everyone wins.



Discover
Insights



Test



Optimised
Data



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