PRACTICAL RESOURCE / OUTCOME DRIVEN

Lifecycle measurement map

Outcome Driven · Ashley Kays Rabbitt

Pick one lifecycle journey and define what counts as progress, who is eligible, how you'll count it, and what would worry you. Mark anything you can't measure today as not measured. A measurement plan is not a result.

1. Which journey are you measuring?

One entry point, one audience, one intended outcome.

[Your notes]

2. What useful customer action should this journey lead to?

Describe an observable action, not just a send or a click.

[Your notes]

3. Which event records that action?

Name the event, where it is captured, and any known gaps.

[Your notes]

4. Who is eligible, and who is excluded?

Define entry, exit, and exclusions such as employees or test accounts.

[Your notes]

5. How long will you observe each person?

Choose a window based on how long the action realistically takes.

[Your notes]

6. What do you know about the current rate?

Include numerator, denominator and period. Write “not measured” if unknown.

[Your notes]

7. How will you tell whether a change helped?

Controlled test or descriptive before/after review, and the limits of each.

[Your notes]

8. What would tell you the journey is causing harm?

Unsubscribes, complaints, errors, support load, refunds.

[Your notes]

9. Who owns the numbers, and when will you review them?

Name a person and a date.

[Your notes]