



Quantitative ROI – Meaningful Metrics

This activity is adapted from resources by Seth Kahan.

Practice measuring results in the strategic foresight cycle with this activity.

Benefit: Measure the results of your pilot. Quantify your return on investment (ROI).

When to do it: Begin your measurements as soon as the pilot launches, noting the date and time so you can track developments as they occur. Create subtotals at meaningful milestones. Total the quantifiable ROI when the pilot concludes.

What to do: Gather numeric information to document customer behavior. Below are suggestions for your metrics, each of which has its own specific measurements. Identify which metrics will be most useful in determining the success of your pilot or prototype.

What to measure:

- 1. Marketing effectiveness:** How often and in what capacity did the customer interact with the promotional material to learn about the offering or review the information?
- 2. Sales results:** How many transactions were there, and how large or small was each?
- 3. Recurring sales:** Were there requests for continued transactions or attempts to repeat the transactions?

Pro tips

Here's an example of an activity that can be easily outsourced or handed off to someone with more time for the activity. List the ways you could conserve resources while ensuring this gets done.

Be sure you don't make this inaccessible. Those making the decisions will need an easy way to retrieve what's going to influence their strategies. Brainstorm ideas for optimizing communication.

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