



KATIE DELAHAYE PAINE is the publisher of KDPaine's Measurement Blog and *The Measurement Standard*, the first blog and newsletter for marketing professionals dedicated entirely to measurement and accountability. For the past two decades, she has been a measurement consultant to some of the world's most admired companies, including SAS, Raytheon, and Cisco.

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praise for *measure what matters*

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IF THE ONLY NUMBERS you really care about are revenue and profits, you'll never fully understand what makes them go up or down. Want to know what people think of you? Want to know how those opinions will affect your sales? You're only guessing unless you learn how to *Measure What Matters*.

Today, even the smallest business can track and measure relationships with customers, with the media, and even with employees and sales forces. *Measure What Matters* delivers the know-how to find those tools and use them to increase your revenues.

The right data tells you whether you're getting your share of ink. It tells you how you stack up against your competition in search ranking, sales, share of conversations, and share of wallet. Good data measures what your marketplace is saying, thinking, and doing. It reveals which of your methods work and which ones don't.

In *Measure What Matters*, you'll get step-by-step guidance to:

- Build a list of the top 100 influencers in your marketplace
- Use data to get closer to your customers and determine which outlets matter to them most
- Measure the impact of events, sponsorships, and speaking engagements
- Measure your relationships with your local community, members, donors, employees, salespeople, and distributors
- Reduce the impact of crises

Don't rely on hunches or your gut. Good data will save you time and boost your credibility. You'll have the leverage you need to set priorities, allocate resources, and improve business practices. Now is the time to figure out why your sales rise and fall—and what you need to do to make them rise faster.

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