Category

Data & AI

Data Literacy for Marketing & Growth Teams Playbook

Reading campaign data critically enough to know when a metric is telling you something real

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for building data literacy specifically within marketing and growth teams — attribution model understanding, statistical significance judgment, and critical reading of campaign and funnel metrics — addressing the specific risk of marketing teams over-trusting attractive but statistically unreliable metrics.

Marketing teams already work with dashboards and metrics

constantly — isn't data literacy already built in? Familiarity with dashboards isn't the same as data literacy — many marketing teams consume metrics without critically assessing attribution model assumptions, statistical significance, or confounding factors, which can

lead to confidently wrong conclusions about what's actually driving performance.

What's the most common data literacy gap specifically in marketing

teams? Treating correlation from attribution models as if it were confirmed causation, and drawing conclusions from campaign results before reaching statistical significance — both covered specifically in the framework below.

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