

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

- Mithun A. Sridharan
- 22 November 2018
- 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.

```
{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [ { "@type": "Question", "name": "Marketing teams already work with dashboards and metrics", "acceptedAnswer": { "@type": "Answer", "text": "constantly — isn't data literacy already built in?\nFamiliarity with dashboards isn't the same as data literacy — many\nmarketing teams consume metrics without critically assessing\nattribution model assumptions, statistical significance, or confounding\nfactors, which can lead to confidently wrong conclusions about what's\nactually driving performance." } }, { "@type": "Question", "name": "What's the most common data literacy gap specifically in marketing",
```

```
"acceptedAnswer": { "@type": "Answer", "text": "teams?\nTreating correlation from attribution models as if it were confirmed\ncausation, and drawing conclusions from campaign results before reaching\nstatistical significance — both covered specifically in the framework\nbelow." } } ] }
```

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country

☐ I agree to data processing in accordance with GDPR

Leave this field blank

References

Related playbooks

Data & AI

Data Literacy for AI-Enhanced Knowledge Work (Co-Pilots) Playbook

A framework for building data literacy specifically for knowledge workers using AI co-pilot tools — understanding AI output reliability and limitations, appropri

- Practitioner
- Intermediate
- Template Included

[Read playbook](#)

Data & AI

Data Literacy for Board Committees (Audit, Risk, ESG) Playbook

A framework for building data literacy specifically for board committee members overseeing audit, risk, and ESG functions — enough working understanding of data

- Executive
- Intermediate
- Template Included

[Read playbook](#)

Data & AI

Building a Data-First Culture in Traditional Organizations Playbook

A framework for building data-first culture specifically in traditional organizations where intuition and experience-based decision-making have historically dom

- Executive
- Intermediate
- Template Included

[Read playbook](#)

[Talk to us about marketing data literacy](#)

Tags

- Data Literacy
- Marketing
- Growth

[Log in to post comments](#)

Author

Mithun A. Sridharan

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.