ACTON INTERNATIONAL MARKETING LTD

The value of data: rebuilding to move beyond reports and vanity metrics

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Who are Acton International Marketing?

- Brands a lot of you probably have in your house from a company you've never heard of!

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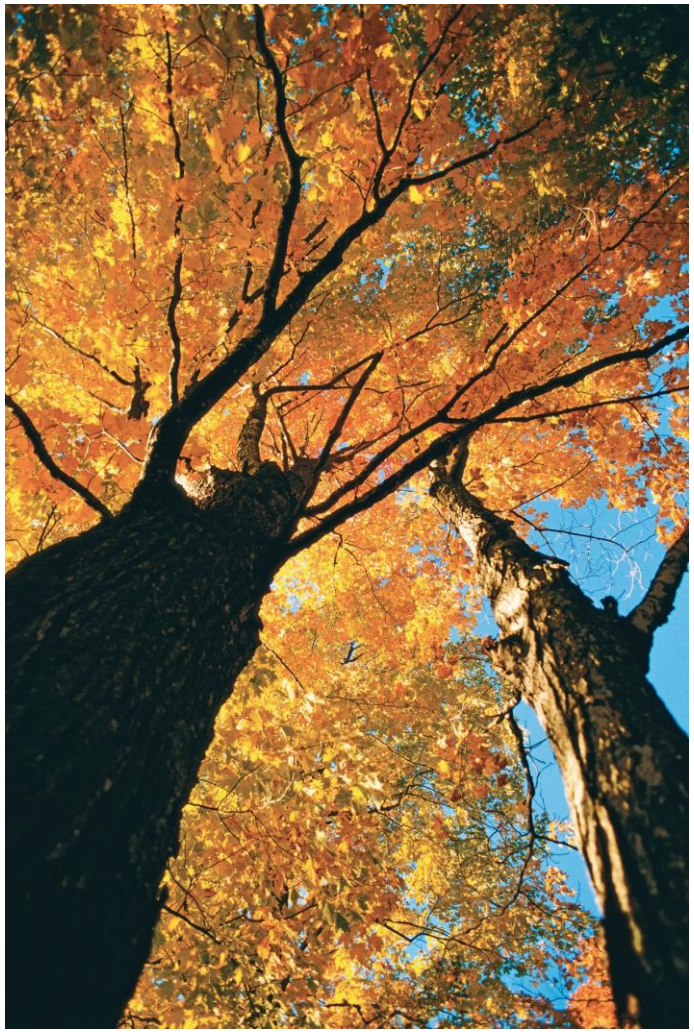
Certified B Corporation



Proud to Support KidsCan | Little Miracles Trust | One Mother to Another | Wellington Free Ambulance | Wellington Lunar New Year Festival

The sales pitch

- Company has grown immensely
- Newly-created role putting data at the big table
- Data clean up had been done
- Future innovation was the key scope



The reality



Way beyond outgrowing the foundations that were in place

The gap between effort and value



Where to start when you can’t do everything

- Mindset
- Concrete value
- Architecture
- End-to-end discovery



Operating model honesty

- Invisible BAU
- Firefighting



What we've done

- Deliberate preparatory discovery
- Stakeholder engagement
- Architecture and roadmap reviews
- Targeted training
- Ontology preparation
- Governance practices
- Decision point identification and agreement
- Backlog, ticketing, team wiki
- Analysis of current reporting estate



What's next

- Build kicking off
- Full and detailed discovery
- Decision use case prioritisation
- Workshops
- New policy suite



Proving returns

- Gains measured – beyond efficiency
- Concrete commercial decisions off the back of use cases also being clearly quantified
- Sentiment consciously in scope
- Reduction in partner hours… once we pay down tech debt



Our own KPIs

- Data & decision confidence
- Key decision points enabled
- Accuracy and quality
- Time-to-insight
- Availability of business critical systems

