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# 5 KEY FACTORS TO CONSIDER WHEN COMPARING DIGITAL BENCHMARKING DATA

**from**

THE DIGITAL TRANSFORMATION AGENCY

# ARE YOU MEASURING APPLES TO APPLES?

USING THE SAME CRITERIA TO DEFINE THE METRICS IS CRITICAL.

Let's say you're comparing sales figures from two different stores. Do these figures include sales tax? Are you factoring in the cost of shipping? Different rules and factors influence how we calculate our numbers.





## **ARE YOU MEASURING NUMBERS IN THE SAME WAY?**

**DIFFERENT DATA COLLECTION METHODS CAN YIELD DIFFERENT RESULTS.**

If you do a customer satisfaction survey, and questions are worded differently year over year, that may yield different results. Did you talk to customers over the phone one year and send an online survey the next? This can also affect your results.

# WHO IS DOING THE MEASURING?

INDEPENDENT RESEARCH IS KEY TO ACCURATE RESULTS.

When the people doing the research have a vested interest in the outcome, it can influence your results.





**ARE THERE EXTERNAL FACTORS  
THAT WILL INFLUENCE THE OUTCOME?**  
IT CAN BE AS SIMPLE AS THE WEATHER  
FOR THE SEASON.

Restaurant patrons may be less satisfied with service on a rainy, gloomy day than on a sunny, happy one.

# WHAT IS THE ROOT CAUSE OF PROBLEM AREAS?

IF YOUR DATA POINTS TO A PROBLEM, LOOK FOR THE ROOT CAUSE.

1. Conduct observational research. Get subjects in the lab or use an online tool to observe people using your product.
2. Slice the data. Divide information by region or by demographic.
3. Combine the two! Look into both observational research and data slicing.

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