

# Panel Discussion | **[Marketing Metrics]** How to Define Key Performing Indicators (KPI) or Objectives & Key Results (OKR) for Measuring Success Amid Uncertainties



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**What do you see as the key benefits of OKRs?**



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## Question 1

**What is the reason for measuring?**

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## Question 2

**Are your MarTech KPIs and OKRs keeping up?  
What are the best practices for staying agile and  
responsive in an ever-shifting market?**

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### Question 3

**When diving into data, when should martech marketers surface? Finding the sweet spot between in-depth analysis and aligning with business goals**

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### Key Takeaways

- **Alex's Takeaway:** In the murky corporate world where many brands assume they know who their audience(s) is, what motivates them and what they want to talk about, listening and analysing how your audience responds to your digital activity can really help you make more informed strategic decisions. A way to measure this – Setting purposeful Goals, Metrics and KPIs. > Data. Insight. Action. It's an indicator to how your audience feels about your brand and its product/services, instead of how you think they feel. The former is much more important.
- **Taha's Takeaway:** At UNHCR, diving into data with MarTech isn't merely a quest for performance metrics, but a deeper endeavor towards our mandate of saving lives. Our KPIs and OKRs are tailored not just to measure, but to understand and act upon the digital resonances that contribute to our humanitarian mission. They guide us towards making informed, empathetic decisions that amplify our impact in a constantly evolving global landscape. In this digital age, our aim is to harmonize technology with humanity, ensuring every data-driven strategy furthers our core mission of life-saving outreach and meaningful engagement.
- **Gemma's Takeaway:** In a dynamic environment strategy is an intent or hypothesis of a direction. OKRs/KPIs serve the strategy, they don't determine it, but they can provide critical insight into whether your strategy hypothesis is correct. If it isn't, your strategy needs to change, and how you're measuring whether you're winning may need to change too.
- **Jason's Takeaway:** Be realistic, open and honest about what can be achieved so invest the time picking the KPIs & OKRs that count and remember these are your friends as they show performance, progression, opportunities and risks to support a business in control whatever the situation.

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**Q&A**



**Scan here to submit your questions!**