

Marketing Analytics Setup Plan

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a measurement and tracking setup plan — KPIs, events, GA4/pixel/CAPI, UTMs and data flow — so marketing is measurable and attributable. Use it before scaling spend. For dashboards use the Marketing Dashboard Planner.

Purpose of this tool & output

Set up tracking and measurement properly

How the output is used

Use it to set up tracking and measurement properly — an analytics setup plan for events, conversions and attribution.

Important cautions

Implement consent and privacy compliance; validate tracking before relying on data.

Companion documents

- Marketing Dashboard Planner
- Campaign Performance Report
- Attribution Model Advisor
- Marketing ROI Analysis
- A/B Test Plan
- Marketing Funnel Analysis

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.