

## Marketing + Data Translation Protocol

Use this before a request becomes a ticket.

1. Business question: What decision are we trying to improve?
2. Primary user: Who needs the answer first?
3. Operational use: Where will the answer be used?
4. Key metric: Which metric or signal matters most?
5. Confidence level: Directional, decision-grade, or board-grade?
6. Time sensitivity: What deadline is real vs. just anxiety?
7. Known dependencies: Which systems, joins, or definitions could break this?
8. Best next step: fast answer, scoped build, deeper audit, or broader foundation work?

### Shared rules

- Name the decision before naming the artifact.
- Separate urgency from scope.
- Surface caveats early in plain language.
- End with one scoped next move.

### Domain Methods

Turn messy marketing and revenue data into decisions leaders trust.