

Marketing Measurement Confidence Stack Worksheet

Label one live number before it changes budget, reporting, or automated action.

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1. Decision and number in scope

Decision: campaign QA / bidding / weekly tuning / budget / finance / board / automated action

Metric or report: _____

Business owner: _____ Review date: _____

2. Observed inputs

Directly captured event(s): _____

System(s), timestamp, and identity key: _____

Known missing channels, events, duplicates, or timing gaps: _____

3. Modeled inputs

Modeled component and provider/model: _____

Gap the model fills: _____

Can the modeled portion be separated from the reported total? yes / no / unknown

4. Attribution or credit rule

Rule/window/source precedence: _____

Exclusions and dedupe logic: _____

What this rule can explain - and what it cannot: _____

5. Counterfactual or test evidence

Design/control/comparison: _____

Population, period, treatment, outcome, and uncertainty: _____

If none exists, do not label the result causal.

6. Economic outcome

conversion / qualified pipeline / bookings / recognized revenue / net revenue / margin

Exact definition and reconciliation source: _____

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7. Caveats that travel with the number

consent state identity gaps timing missing data
 channel scope attribution window contamination stale evidence

Written caveat: _____

8. Confidence label for this decision

Operational signal - safe for QA, triage, monitoring, and troubleshooting.

Directional evidence - safe for learning and prioritizing the next proof step.

Budget-grade evidence - reconciled enough for a material planning decision with caveats.

Causal proof - scoped to the tested treatment, population, period, and outcome.

Selected label: _____

9. Decision rights

Allowed decisions: _____

Prohibited or unsafe claims: _____

Required combination of evidence before promotion: _____

10. Ownership and controls

Evidence owner: _____ Decision owner: _____

Exception / pause condition: _____

Rollback path for automated action: _____

11. Next proof step

Repair, reconciliation, model review, or experiment: _____

Owner: _____ Due: _____ Next review: _____

12. Route the blocker

Where Did the Money Go? - conflicting spend, platform, CRM, and finance stories.

SaaS Marketing Attribution - source, credit, lifecycle, and reporting rules.

Data Foundation - identity, precedence, joins, lineage, and revenue reconciliation.