

Marketing-to-Data Translation Brief

Domain Methods

WHAT THIS BRIEF IS FOR

Use this before a cross-functional request turns into a ticket no one interprets the same way. The goal is to capture the business ask, the data constraints, and the best next move on one page.

BUSINESS SIDE

- Decision we need to improve:
- Primary stakeholder who needs the answer:
- Workflow where the answer will be used:
- Why this matters now:

DATA SIDE

- Core metric or entity involved:
- Known systems, joins, fields, or dependencies:
- Definitions that are likely to fork across teams:
- Confidence level needed: directional, decision-grade, or board-grade:

TRANSLATION HANDSHAKE

- What marketing means in plain business language:
- What the data team needs clarified before building:
- Caveats we should state out loud instead of hiding:
- Fastest useful first output: memo, field, report, dashboard, or scoped model change:

DECIDE THE NEXT MOVE

- Ship a fast directional answer:
- Build a narrow first version:

- Pause until a dependency is fixed:
- Escalate into broader foundation work:

WORKING AGREEMENT

- Named translator / owner:
- Review date:
- What success looks like after the first pass:
- What would still need a phase two: