MASS
ANALYTICS

Always-On Analytics Readiness Checklist

Are you ready to make your marketing analytics a continuous, decision-driving capability?

Context of the Checklist

Today, marketing decisions must keep pace with rapidly evolving consumer behaviour, competitive activity, and media dynamics. Tomorrow, annual or ad-hoc measurement cycles will no longer be sufficient. Businesses will need proactive, always-on analytics that provide timely insights and drive smarter decisions.

This checklist is designed to help you assess your organisation's readiness to operate in this environment across three key dimensions: **Business, Operational**, and **Technical readiness.**

Your responses will provide a clear view of your current capabilities and highlight opportunities to accelerate your analytics maturity.

The checklist is structured in **three** sections:

- **Business Readiness:** Evaluates strategic alignment, executive sponsorship, and the use of insights to drive decision-making.
- **Operational Readiness:** Examines processes, people, workflows, and collaboration across teams.
- **Technical Readiness:** Assesses data accessibility, automation, and the robustness of model operations.

Guidance to Help You Choose Options

A
(High = 1)

B
(Medium = 0.5)

C
(Low = 0)

A / High. If the described process occurs most weeks or is used routinely by multiple teams.
B / Medium. If it happens sometimes or only with external support or manual fixes.
C / Low. If it rarely happens, is manual, or not present.

Business Readiness
Strategic Alignment, Executive Sponsorship and Decision Use

1. Model ownership & frequency: Which statement matches your current reality?
- **A**: We own MMM internally and refresh models on a weekly/monthly cadence. ☐
- **B**: We run MMM with external help and refresh quarterly or on an ad-hoc basis. ☐
- **C**: We rely fully on external vendors with annual or less frequent refreshes. ☐

2. Adapting measurement to changes: Today, how quickly can your measurement adapt when markets or consumer behaviour shift?
- **A**: We can update models and change reports within days to weeks and act quickly. ☐
- **B**: We can update within weeks to months but often lag behind market changes. ☐
- **C**: Our measurement approach is static; updates take months or are infrequent. ☐

3. Proactive use of insights: When a trend appears, can your team intervene before performance materially drops?
- **A**: Yes, we detect risks early and change tactics before major impact. ☐
- **B**: Sometimes, we catch some issues early but often react after impact. ☐
- **C**: Not yet, we typically discover issues after performance has declined. ☐

4. Decisions supported by fast insights: Are faster insights actually improving budget or channel decisions now?
- **A**: Yes, faster insights lead directly to reallocation and measurable gains. ☐
- **B**: Possibly, insights are available but not always used to reallocate quickly. ☐
- **C**: No, speed doesn't change how we decide budgets today. ☐

5. Link to business outcomes: How clearly do you connect marketing activities to sales, revenue or other KPIs?
- **A**: Very clearly, models and dashboards show direct links used by leadership. ☐

Operational Readiness
Processes, People and Workflows

6. Nature of your MMM process: How would you describe the current MMM workflow?
    A: Proactive, models and playbooks are updated continuously and trigger actions. ☐
    B: Mixed, some proactive elements exist but many steps are reactive/manual. ☐
    C: Reactive, we run models in response to big events or on a schedule only. ☐

7. Time split: prep vs analysis: Which best describes how your team spends time?
    A: Most time is spent analysing and acting on insights; data prep is automated. ☐
    B: We still spend a significant amount of time prepping data, but some automation exists. ☐
    C: Most time is spent preparing/cleaning data; little time left for analysis. ☐

8. Value of automation for strategic time: When a trend appears, can your team intervene before performance materially drops?
    A: Yes, automation would free analysts/marketers to focus on strategy and testing. ☐
    B: Maybe, some strategic time would be freed but other blockers remain. ☐
    C: Not sure, automation wouldn't change how time is allocated today. ☐

9. Cross-team collaboration: How do Marketing, Analytics and IT currently work together on measurement?
    A: Very well, shared processes, SLAs, and joint ownership are in place. ☐
    B: Working on it, some collaboration exists but roles/handovers cause delays. ☐
    C: Not a focus, teams operate in silos and handovers are ad-hoc. ☐

10. Transparency & enablement: Are teams enabled with transparent dashboards and self-serve tools for measurement?
    A: Absolutely, business users access clear, governed self-serve insights. ☐

11. Data platform & accessibility: Where is your data and how accessible is it for automated modelling?
    A: Data is centralised in cloud warehouses (Snowflake/Databricks/etc.) with clear access controls. ☐
    B: Planning to migrate or partial centralisation; integrations are work in progress. ☐
    C: Data is fragmented in spreadsheets / local systems with limited automation. ☐

12. Schema & repeatable pipelines: Is marketing and sales data structured into repeatable schemas for automation?
    A: Yes, stable schemas, ETL pipelines and data contracts exist for automation. ☐
    B: With support, some schemas exist but require manual fixes or external help. ☐
    C: Not yet, data is inconsistent and requires frequent manual cleaning. ☐

13. AI/automation in modelling: To what extent are AI/automation used in your modelling and reporting?
    A: Fully, automated model ops, anomaly detection, and automated reporting are in place. ☐
    B: Partially, some automation exists (e.g., feature engineering, scheduled runs) but human checks remain. ☐
    C: Not at all, modelling and reporting are manual. ☐

14. Anomaly detection & alerts: Do you have automated anomaly detection and alerts tied to model health / performance?
    A: Yes, alerts trigger owners and recommended actions when anomalies occur. ☐
    B: Maybe, basic alerts exist but they are noisy or not linked to remediation playbooks. ☐
    C: Not necessary, we do not have anomaly detection or alerts. ☐

15. Centralized model health & governance: Is there a centralized system tracking model health, lineage and refresh decisions?
    A: Definitely, we have a model registry, health dashboard and governed refresh rules. ☐
    B: Possibly, ad-hoc tracking exists but no single source of truth. ☐
    C: Not really, model health and refresh decisions are undocumented or manual. ☐

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Score Interpretation

Score Range	Readiness Level	Assessment
12–15	You're Ready to Go Always-On!	Your foundation is solid. MASS Analytics can help you transition to a fully automated, continuously refreshed MMM ecosystem with minimal friction.
8–11	You're Almost There.	You have the vision and structure. MASS Analytics can help you close the operational and technical gaps to scale your analytics faster.
0–7	Let's Build Your Readiness Plan.	MASS Analytics can help you define the roadmap, align stakeholders, and structure your data to get Always-On ready.

Your answers reflect your readiness to evolve.

Whether you're just exploring or actively planning, MASS Analytics can help you take the next step.
**Discover Your Always-On Path**

Book a walkthrough, explore deployment options, or jump on a conversation with our Always-On Experts.
**Contact Us for More Information**

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Always-On Analytics
Readiness Checklist