

PROJECT PORTFOLIO: Measurement Systems, UTM & Attribution Discipline

CONTEXT

This project focused on addressing nonexistent and inconsistent UTM usage across campaigns and partners at DistiNCtly Fayetteville. Prior to this work, performance data was fragmented, externally controlled, and difficult to access, making timely and accurate reporting nearly impossible.

OBJECTIVE

The goal was not to chase attribution perfection, but to create a stable, repeatable measurement system leadership and teams could trust.

DECISION & EXECUTION

UTM Implementation & Discipline (DistiNCtly Fayetteville)

Designed and implemented a standardized UTM framework where none previously existed. Defined clear naming conventions aligned to channel, campaign intent, and reporting needs. Documented the framework so future campaigns could be launched correctly without institutional knowledge. Applied UTMs consistently across new campaigns to prevent future data fragmentation.

This work included training internal stakeholders, acting as the UTM subject matter expert, and establishing documentation that reduced dependency on any single person.

MEASUREMENT APPROACH

Baseline assessment focused on system health rather than campaign performance alone.

Before implementation:

UTMs were not used consistently across the organization or its partners. GA4 access and reporting required external requests, delays, and follow-up corrections. Leadership reporting relied on manual, one-off pulls.

After implementation:

100% of new campaigns launched with standardized UTMs. Standardized GA4 reports answered common leadership questions without rework. Time required to prepare recurring updates was materially reduced.

Success was measured through:

Reduction in ad hoc reporting requests.

Increased consistency in weekly and monthly reporting.
Improved confidence in trend analysis across time periods.

IMPACT

This project changed how performance conversations happened.

Instead of late-stage scrambles before executive updates, data was already paced and contextualized. Teams focused on optimization and learning rather than defense. Leadership trusted the numbers because the system behaved consistently.

The system did the holding so people didn't have to.

CONCLUSION

The value comes from stability.

By establishing clear UTM standards and reliable GA4 reporting structures, performance data became something leadership could reference confidently instead of interrogating under pressure. Trends surfaced gradually. Questions could be answered without rework. Teams spent less time reconstructing the past and more time improving what came next.

This project wasn't about perfect attribution. It was about creating systems that made progress visible, repeatable, and trustworthy over time.