

# Insightful Analytics

Using assessment and measurement to drive program results.

**You want to launch an event, incentive, or recognition program to drive powerful business results and employee engagement. But how do you make sure it actually does what you want it to? Can you really be certain your employees and channel partners become revenue-generating assets—and that you see growth happening? ITA Group says yes. Through Insightful Analytics.**

First, let's clarify Insightful Analytics. It can involve both assessment and measurement. These two processes work together to ensure optimum program success.

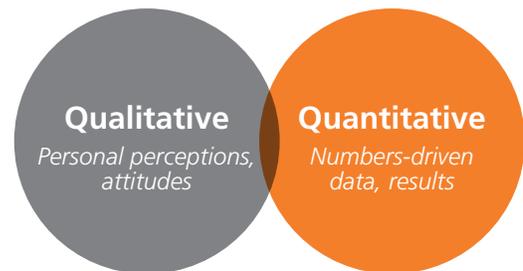


At ITA Group, we use a three-step assessment to look at performance and perception in your organization:

1. We meet with business stakeholders to determine program objectives.
2. After confidentiality agreements are in place, we analyze historical performance data.
3. We gather participant feedback with focus groups, surveys or interviews.

We take these steps to measure two kinds of information—**qualitative** (data which reveals your participants' personal perceptions and attitudes regarding your programs and your business) and **quantitative** (metric-driven data). Qualitative and quantitative data work together to build a successful program.

We use qualitative data to create the right approach for your participants. What are their opinions and ideas on what an incentive should be? What kind of program will



grab their attention, keep it, and motivate improved performance? Program success depends on participant buy-in—qualitative data helps us get it.

Quantitative data is used to define program success and measurement methodology before your program even begins. What does program success look like? Which Key Performance Indicators (KPIs) lead to financial success? Remember, our programs are about creating success as you define it, measured in metrics that make sense for your business.

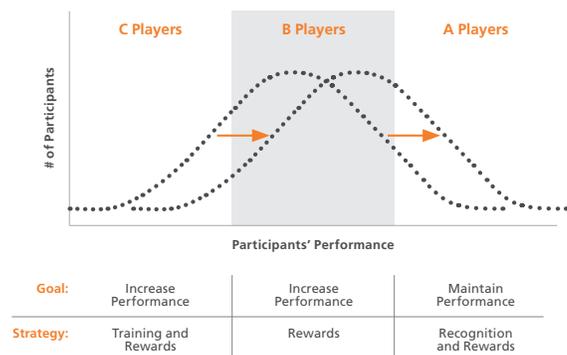
This is where our assessment leads into the next phase of our Insightful Analytics process—ongoing program measurement. After we know what success looks like, and the program is launched, we'll start measuring. Measurement is an ongoing process, not just facts and figures at program end. We collect valuable data for the life cycle of your program, enabling us to stay on track with your business objectives. Here's what we're looking at:

- What's working? What's not? What tweaks can be made?
- Is the program on track to achieve business goals?
- Is the program moving the needle with your participants?
- Are we on track for valuable ROI?

Insightful Analytics is about continual learning and improvement. It's about the critical knowledge we need to help your company realize significant growth. Year after year.

## Examples of Assessment Outputs

### Audience Segmentation



### Program Scorecard

Best Practice	Score	Assessment Notes
██████████	●	██████████
██████████	●	██████████
██████████	●	██████████
██████████	●	██████████
██████████	●	██████████

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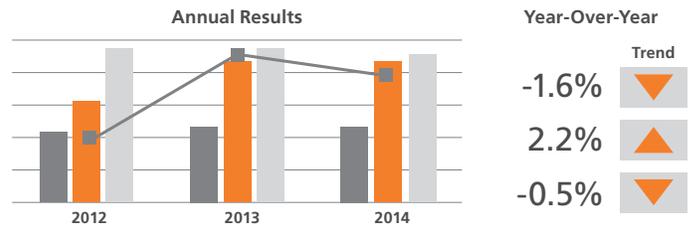
**About ITA Group** We create and manage events, incentives and recognition programs that align and motivate your people. ITA Group has operations in Atlanta, Chicago, Dallas, Des Moines, Detroit, Indianapolis, Los Angeles, Minneapolis, Philadelphia, San Francisco and the greater New York City area.

## Examples of Measurement Outputs

### Product Mix



### Program Performance



### Sample Measurement Plan

Level	Sample Key Performance Indicators (KPIs) and Metrics
Manage	██████████
Engage	██████████
Behave	██████████
Impact	██████████
Value	██████████