MEASUREMENT · PRODUCT MARKETING

Answering "why do you exist?" in numbers.

Four outputs, each with a business consequence a CFO already cares about.

MARKET UNDERSTANDING Research, trends, product-market fit	**Engineering spent on the wrong thing**
BUYER DEFINITION Segments, buying groups, personas	**Ad spend and events aimed at nobody**
DIFFERENTIATED MESSAGING Why us, in the buyer's words	**Deals lost before the demo**
BUYER-JOURNEY CONTENT The dark funnel, where buyers decide alone	**Market share lost to whoever did invest**

Don't list activities. Name the output, then name what it costs the business when it's missing.