



# Global Movement Metrics Project

## Context

Media to movement practitioners begin and persevere in their digital-to-offline efforts because ultimately they want to catalyze or accelerate a movement of reproducing disciples among a people group. Candid evaluation of their efforts helps teams make strategic and informed decisions that lead to progressive iterations and experimentations within various parts of the funnel. The *Global Movement Metrics* project was designed to provide teams with a live, at-a-glance snapshot of **14 important metrics** related to the top, middle and bottom of the funnel results. Anonymized global and regional comparisons and a personalized [Google Looker Studio Dashboard](#) are key features that aid teams in their efforts and communication.

## The goals

1. To provide a personalized landscape of a team's important metrics so they can evaluate their digital efforts and compare them to the global or regional efforts.
2. Aggregate important top, middle and bottom of the funnel metrics on a global scale so the MTM ecosystem can discern trends and be encouraged by what God is doing as movements emerge due to media generated contacts.

## Who can participate?

### Any active media to movement (MTM) initiative that:

1. Is pursuing a multiplicative church planting strategy through their digital-to-offline efforts. No specific models of CPM or DMM are required.
2. Is growing prayer networks around their MTM initiative .
3. Actively publishing ads or generating organic traffic through a contextualized branded website and/or social media platform(s).
4. Actively engaging in digital conversations to filter for spiritual openness.
5. Using an integrated system to organize and manage seekers (.csv, D.T, Smarter Tools, etc.)
6. Mobilizes and equips disciple-makers who meet with media contacts offline to discover, share and obey God's word.



## ***What are the benefits for contributors to Global Movement Metrics?***

- ◆ Contributors can view a report of their own data in a customized [Google Looker Studio Dashboard](#)
- ◆ Collective observations based on outcomes and trends of media to movement initiatives globally
- ◆ Quick stats styled for sharing and newsletters
- ◆ Field-level benchmarking
- ◆ Validation of methodology
- ◆ Mutual encouragement about what God is doing globally through the media to movements strategy

## ***What is required by the contributors?***

1. Ability to authenticate and access the following:
  - a. Ad Accounts (e.g., Facebook)
  - b. Analytics Accounts (e.g, Google Analytics\*)
  - c. Movement Metrics Accounts: Disciple Tools\* or CRM/Spreadsheet used to track movement metrics
2. A [Make.com](#) account
3. An accessible Gmail or Google Suite email address (for GMM Dashboard access)
4. A commitment to periodically review data in order to determine whether there are any \*significant\* discrepancies between what is being reported to the MTM GMM Dashboard vs. what is being reported in respective tools (e.g., [Disciple.Tools](#))

## ***What is optional for contributors?***

If you would like to include your Team logo on the Dashboard, then please send your logo via email to [zdmc23@gmail.com](mailto:zdmc23@gmail.com) according to the following specifications:

- ◆ 256 px (width) x 64 px (height)
- ◆ PNG format
- ◆ Assume a light gray/white background (so use dark text if transparent)
- ◆ Name the file according to the following format when you attach to your email: if your Team ID is "test test test test", then replace the spaces with underscores and add the ".png" file extension to the end (e.g, "test\_test\_test\_test.png")

NOTE: Team IDs have been given as random passphrases to preserve pseudo anonymity. If you would like to retain this, then you may wish to not share a logo, or share a logo that does not give away information about your specific team identity.



## ***Where is the data stored?***

A third party, Zach McCoy, has built a customized data lake that is designed so that no one entity would own or manage the data. [Make.com](#), a popular no-code integration software, supports a myriad of integrations and data streams. The data remains the property of the contributor and is anonymized within Make.com and the corresponding Google Looker Studio, where the individual contributors can see their data, as well as the collective.

## ***Do I have to contribute?***

If you have benefited from pre- or post-launch coaching from the MTM Coaching Team or receive funding from the MTM team, contribution to GMM is expected to ensure optimized growth of your initiative as well as model contribution to the heavenly economy. Those outside these parameters are greatly encouraged for the same reasons.

## ***Currently supported integrations***

- ◆ Meta/Facebook Insights
- ◆ Google Ads
- ◆ Google Analytics (GA4)
- ◆ Matomo
- ◆ [Disciple.Tools](#) (via Custom plugin to “push” data, and also legacy support for [Make.com](#) “pull” integration which requires the D.T Mobile App plugin for the purpose of authentication)
- ◆ Google Sheets
- ◆ Microsoft Excel O365

NOTE: if any discrepancies should occur, a Self-Service Form (<https://media2movements.org/report-form>), is available to manually input the disputed data which will automatically update your GMM dashboard. You will encounter a password protected site. Enter your email address and you should receive a 6 digit code. If you do not, then please email [zdmc23@gmail.com](mailto:zdmc23@gmail.com) to ensure that your desired email address is on the Access Group list. If you receive a redirect error after entering the code successfully, then simply go to that link above a 2nd time and you should now have access)

## ***Planned integrations***

- ◆ Facebook Messenger (Q2/2023)
- ◆ D.T Custom plugin v0.4 (support for D.T instances on Diode Network)
- ◆ Other integrations, depending on popular request



## **Ready to contribute?**

Follow these simple steps and begin contributing and benefiting from the *Global Movements Metrics* project:

1. Create a free [Make.com](https://www.make.com) account and share the credentials with Zach, or add Zach to their Make.com Organization.
2. Add Zach as a "Viewer" on your Google Analytics (GA4) or Matoma account .
3. Add Zach to your Disciple.Tools account as an "Admin" role.
4. Install the [Disciple.Tools Mobile App plugin](#) on your Disciple.Tools instance, if applicable.
5. Schedule an 30 minute onboarding call via <https://calendly.com/zdmc23>.

**Contact Credentials:** Zach McCoy - [zdmc23@gmail.com](mailto:zdmc23@gmail.com)