

LUMINOUS MORPHIC MARKETING · CHAPTER SIXTEEN

Analytics & Metrics from Coherence Lens

Chapter Sixteen of Luminous Morphic Marketing

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Santa Anna, A. (2026). Analytics & Metrics from Coherence Lens. In Luminous Morphic Marketing (ch. 16). Luminous Prosperity Inc. https://doi.org/10.5281/zenodo.23989418
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THE LICENCE

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Chapter Sixteen of Luminous Morphic Marketing

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Published by Luminous Prosperity Inc. for Haute Lumière. Author ORCID 0009-0008-3244-0306.

DOI 10.5281/zenodo.23989418 · this record's page: business.hautelumiere.life/library/luminous-morphic-marketing/16-analytics-and-metrics-from-coherence-lens/

Please cite as: Santa Anna, A. (2026). Analytics & Metrics from Coherence Lens. In Luminous Morphic Marketing (ch. 16). Luminous Prosperity Inc. https://doi.org/10.5281/zenodo.23989418

Chapter Sixteen of Luminous Morphic Marketing. The whole book, with every chapter, is at business.hautelumiere.life/library/luminous-morphic-marketing (DOI https://doi.org/10.5281/zenodo.23989389).

A NOTE BEFORE YOU READ

This work is offered for education and leadership development. It is not legal, financial, accounting, investment, medical or psychological advice; take the advice of a qualified professional who knows your circumstances. Companies and events are described from the public record as the author understands it; characterisations are the author's analysis. Examples are illustrative, and no particular outcome is promised to any reader.

ABSTRACT

Metrics are feedback, not identity. You measure to learn, not to contort yourself into performance.

RHYTHM & SYSTEMS · CHAPTER SIXTEEN

Analytics & Metrics from Coherence Lens



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Essence

Essence

Metrics are feedback, not identity. You measure to learn, not to contort yourself into performance.

Coherence-Based Metrics

- Resonance quality: depth of replies, nuance of questions, sincerity of referrals.
- Energetic ROI: does marketing leave you clearer or depleted?
- Client fit: ease of enrollment, follow-through, outcomes.

Practical Dashboard (simple)

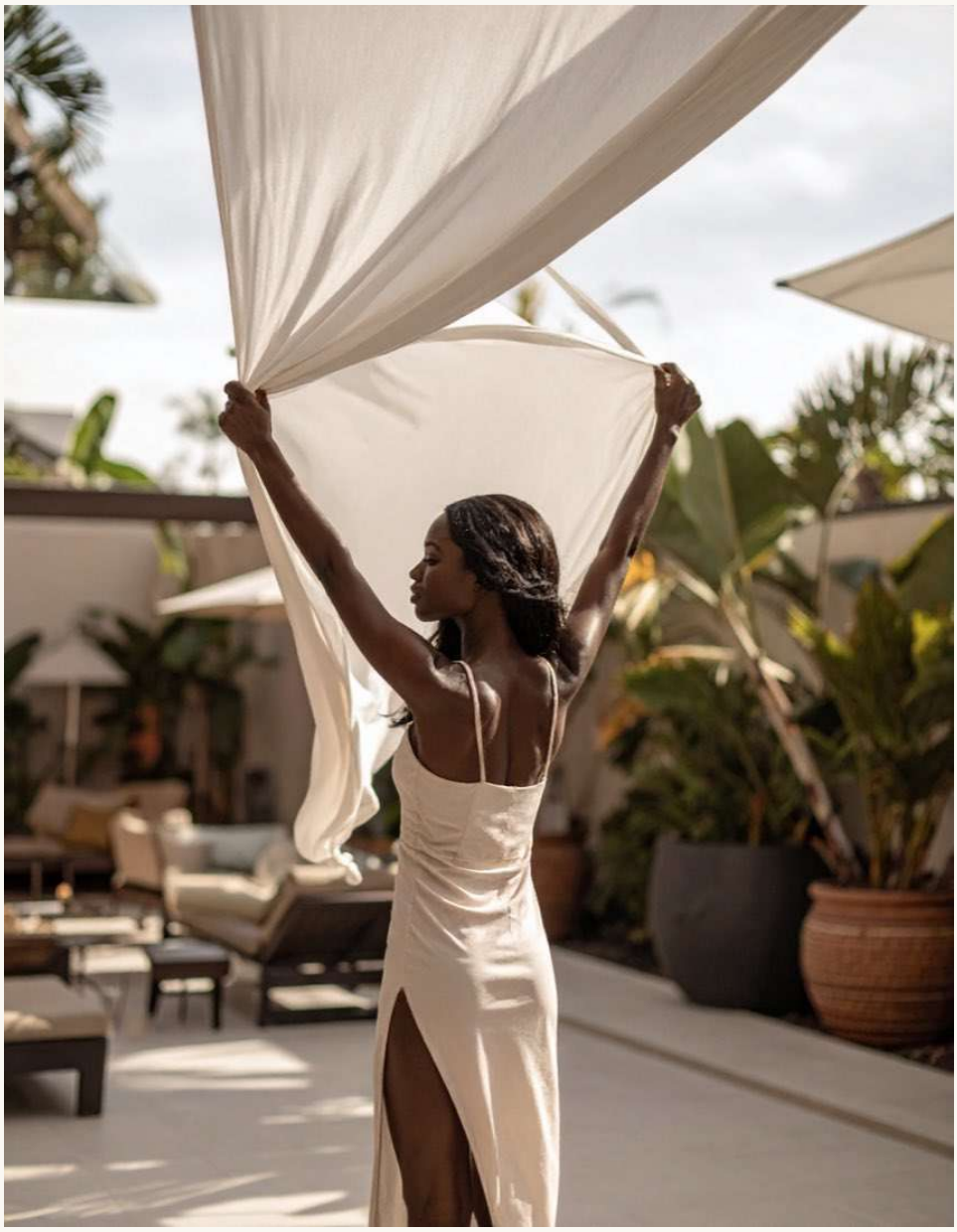
- Inquiries per week
- Conversations held
- Enrollments / conversions
- Revenue received
- Completion and testimonial signals

Practices

- Weekly coherence audit (15 minutes)
- Monthly pattern review: what is repeating?
- Intuitive reading: what do the numbers feel like?

Appreciative Inquiry · A reflection

1. What do you track that actually informs your next move?
2. Where are you over-measuring?
3. What would you stop doing if you trusted your field more?



A closing plate

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