

**Business
Objectives**

Acquisition

Behavior

Outcomes



Goals

Increase New Users

Influence Users to Convert

Increase Revenue



KPIs

**Cost per
Acquisition**

**Click through
Rate**

**% of New
Visitors**

Bounce Rate

**Check-out
Abandonment
Rate**

**Conversion
Rate (Macro)**

**Conversion Rate
(Micro)**

**Purpose of
KPI**

Determines where
your marketing
dollars are being
spent most
effectively

Determines which
campaigns are
successfully
driving customers
to the site.

Determines which
paid search,
display, affiliate,
and social efforts
are bringing new
visitors.

Helps to find
campaigns and
landing pages
that need to be
killed / improved.

Allows you to focus on
customers that have
already decided to
purchase. Tweaking the
checkout process could
encourage more
conversions.

Self explanatory.
You are trying to
get more visitors to
purchase your
product.

Not everyone comes
to the website to buy
something. Some
people are applying
for jobs, researching
the product, browsing
the blog, or looking for
customer support.
Make these tasks the
outcome you are also
trying to convert for.