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B2B

01 + Number of qualified leads: 10

02 + Lead conversion rate: 50%

03 + Average contract value: ~35 000€

04 + Customer satisfaction, Net Promoter Score (NPS): 100%

B2C

01 + Retention rate: 10% on day 30

02 + Average revenue per user (ARPU): €4.75 per user (first two months)

03 + User engagement: 2 actions per player on day 30

01 **KPI: Number of qualified leads** **B2B**

S M A R T

SPECIFIC

Track the number of qualified leads in the board game sector who are interested in our solution

leads are considered qualified if they:
- have expressed explicit interest
- match our ideal target audience (board game creators or publishers)

MEASURABLE

Quantified objective: 10 qualified leads identified and documented

Each lead is recorded in a CRM or tracking file with:
- name of the organization
- contact
- date of contact or qualification
- degree of interest (hot, warm, etc.)

ATTAINABLE

Realistic objective based on:
- our ability to contact or participate in 2–3 trade shows or industry events
- targeted prospecting (social media, forums, sending personalized emails)
- a short acquisition and qualification cycle (between 1 and 2 months)

RELEVANT

This KPI is directly linked to our B2B commercial strategy.

It allows us to:
- validate the interest of the target market
- initiate commercial partnerships

TIME-BOUND

Measurement period: over the next two months from the launch of the prospecting campaign

A reassessment will be carried out at the end of these two months to adjust the target (scaling or refocusing)

S M A R T

SPECIFIC

We want to convert 50% of qualified leads (interested publishers or board game creators) into active customers by signing a contract for:
- digitization
- prototyping
- third-party application

MEASURABLE

The KPI is measured by the ratio:
(Number of signed prospects / Number of qualified leads) × 100

In our case:
10 qualified leads →
5 sign →
50% conversion rate

5 qualified leads signed is our goal, 50% is a rate based on the number of qualified leads to achieve our goal

ATTAINABLE

With direct prospecting and a good value proposition, a 50% rate is ambitious but achievable

RELEVANT

This KPI is aligned with the company's strategic objective: to generate revenue by transforming physical board games into digital versions.

It validates commercial effectiveness

TIME-BOUND

Objective: Achieve a 50% rate of qualified leads by the end of the first half of the year after the company's launch

S M A R T

SPECIFIC

The goal is to maintain an average contract value of €35,000 by combining two types of contracts offered to customers

MEASURABLE

KPI measured by the formula:
Total signed contract revenue / Number of signed contracts

Example:
3 contracts at 25k +
2 contracts at 50k =
175k / 5 = 35k average value

ATTAINABLE

Out of a panel of 5 annual customers, divided between premium and standard, achieving an average of 35k is consistent

RELEVANT

This KPI is directly linked to the annual break-even point (target of €120,000), making it highly relevant for monitoring the economic viability of the model

TIME-BOUND

Objective: Achieve an average of €35,000 across all contracts signed during the year following the launch of the company

S M A R T

SPECIFIC	MEASURABLE	ATTAINABLE	RELEVANT	TIME-BOUND
The goal is to achieve an NPS of 100, which means that all customers would actively recommend our solution to other board game publishers or creators and act as promoters	The NPS is calculated based on the question: "How likely are you to recommend our service to a colleague or partner?" Responses on a scale of 0 to 10 NPS = % promoters (scores 9–10) - % detractors (scores 0–6) Target: 100% promoters, 0% detractors	An ambitious but realistic goal in the B2B context with few customers: • each project is monitored individually. • a high level of customization can guarantee total satisfaction. • qualitative feedback allows for rapid adaptation	Critical in a B2B model based on trust, word of mouth, and reputation A high NPS is a direct lever for acquiring new contracts	Target to be achieved across all projects during the year following the launch of the company, with NPS measurement at the end of each service (or at a key post-delivery moment)

S M A R T

SPECIFIC

The goal is to achieve a retention rate of 10% at D+30, meaning that 10% of users who have installed the game return at least once 30 days later

MEASURABLE

The retention rate at D+30 is calculated as: Number of active users on day 30 / Number of initial installations

Example:
1,000 installations → 100 active players on day 30 = 10% retention

ATTAINABLE

A rate of 10% is ambitious but realistic for a well-designed digital board game:
- With good UX, engaging mechanics, and regular content, 10% is achievable

RELEVANT

Retention is a fundamental driver of profitability:
- It influences LTV (lifetime value)
- It reduces user acquisition costs
- It is a strong indicator of player satisfaction
- It is essential for success in B2C

TIME-BOUND

To be measured 30 days after each installation. Monthly or cohort tracking (group of players installing the game at the same time)

S M A R T

SPECIFIC	MEASURABLE	ATTAINABLE	RELEVANT	TIME-BOUND
Increase average revenue per user (ARPU) during the first two months of marketing the digital game. The launch price is €9 for a "simple" digital game (€9 corresponds to 50% of the average price of board games)	Target figure: achieve an ARPU of €4.75 per player (calculated based on total revenue divided by the number of initial players over the two months following a game's release, after player retention in the second month)	Based on a simple model: - 1,000 initial players - €9 per game - 10% retention - 5% of active players spending €5/month This model is conservative but realistic	ARPU is a key KPI in B2C for estimating profitability per user. It helps to manage the balance between acquisition and monetization	Target period: the first two months after the game's launch. This KPI will then be reviewed at M+3 and M+6

S M A R T

SPECIFIC

Track the average number of community actions or user feedback (feedback, bug/crash reports, Reddit posts, social media mentions, etc.) performed by each player on the 30th day after the game's launch

MEASURABLE

Quantifiable KPI: average of at least 2 actions per player retained at D+30

ATTAINABLE

Achievable by implementing:
- a feedback button accessible in-game
- a message posted 7 or 14 days after purchase encouraging sharing (e.g., Reddit)
- incentives such as a cosmetic reward for those who interact

RELEVANT

KPI directly linked to loyalty, word of mouth, and product improvement: the more engagement there is, the more the community grows, and the more feedback you get to iterate the game

TIME-BOUND

Target set over a period of 30 days after installation (D+30) to measure active engagement post-launch