



Evaluation Method

EVALUATION

Set the Right KPI

FOR CEO

- Top line:** revenue
- Bottom line:** net income after all expenses

FOR CMO

- Revenue:** demand generation
- Brand equity:** brand awareness/ shaping market
- Customer equity:** customer life-time management
- Market share**

FOR PM

- DAU/MAU**
- ARPU**
- NPS:** how likely you would recommend Zhihu Pro to others?
- CSAT:** customer satisfaction score

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