

## PERFORMANCE AND FINAL SUBMISSION PHASE

### Mode Performance and Metrics

Date	02 November 2023
Project Name	Project – How to Create a Reel Using Canva

Engagement Metrics:

**Click-Through Rate (CTR):** Measure how often users click on the reel or related links.

**Likes, Shares, and Comments:** Track social media engagement to gauge content popularity.

**View Duration:** Analyze how long viewers watch the reel.

### Conversion Metrics:

**Conversion Rate:** Calculate the percentage of viewers who take a desired action (e.g., visit the store's website, make a purchase).

**Sales Revenue:** Measure the actual sales generated as a result of the reel.

### Traffic and Reach Metrics:

**Website Traffic:** Monitor the increase in website visits from the reel.

**Impressions:** Count the number of times the reel was displayed to users.

**Follower Growth:** Track the growth in social media followers.

### Audience Insights:

**Demographics:** Understand the demographics of the audience engaging with the reel.

**Geographic Reach:** Identify where your audience is located.

**Audience Retention:** Measure how well the reel retains viewers' interest.

## **Content Metrics:**

**Content Quality:** Subjective assessment of the overall quality of the content.

**Relevance:** Assess how well the content aligns with the brand's identity and target audience.

**A/B Testing:** Conduct tests with different versions of the reel to determine which one performs better.

## **Feedback and Sentiment:**

**Customer Feedback:** Gather feedback and reviews from customers who interacted with the content.

**Sentiment Analysis:** Analyze the sentiment expressed in comments and reviews to gauge audience satisfaction.

## **Return on Investment (ROI):**

Calculate the return on investment by comparing the costs of creating the reel to the revenue generated from it.

## **Click Heatmaps and User Flow Analysis:**

Use tools to track where users click most within the reel and their navigation path afterward.

## **Benchmarking:**

Compare your project's performance metrics to industry benchmarks or competitors' performance.

## **Customer Lifetime Value (CLV):**

Analyze how the reel impacts the long-term value of customers who engage with it.

## **Accessibility Metrics:**

Ensure that your reel is accessible to all users by checking metrics related to web accessibility, like alt text usage, screen reader compatibility, etc.

**Compliance Metrics:**

Ensure that the project complies with relevant regulations, such as GDPR or COPPA, and track metrics related to compliance.