Metrics Selection Framework

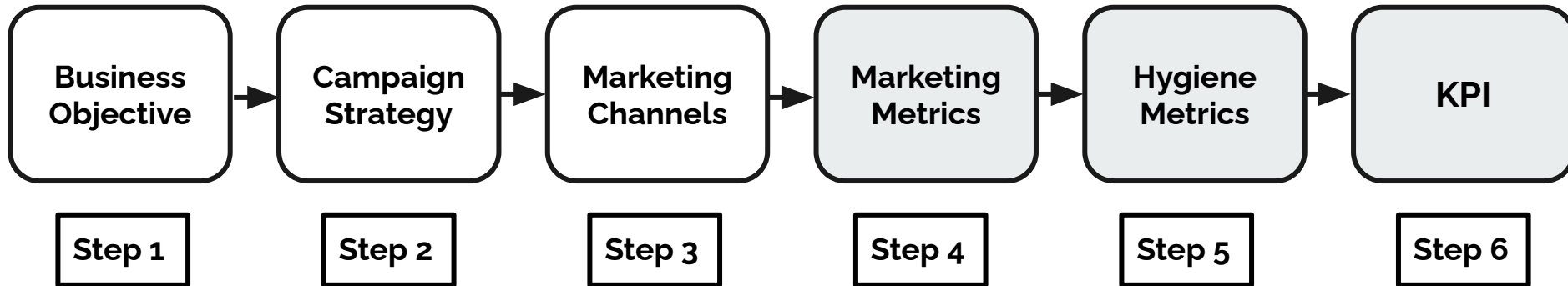**Project : Fittlyf Campaign KPI Table**

3. Metrics Selection :

- This process allow us to think broadly about things that we can measure with respect to our proposed campaign.
- This is the extension of Campaign Journey Mapping, we have to extend the framework here and some up the most important metrics to showcase in our KPI Summary Table.

Metrics Selection Framework Overview :

Covered in Campaign Journey Mapping

| Business Objective | → | Campaign Strategy | → | Marketing Channels | → | Marketing Metrics | → | Hygiene Metrics | → | KPI |

| Step 1 | Step 2 | Step 3 | Step 4 | Step 5 | Step 6 |

Metrics Selection Criteria

Metric Source	Metric Type	Metric Format	Metric Category
Online	Platform	Number	Exposure
Offline	Engineered	Percentage	Engagement
Server	Derived	Duration	Perception
		Currency	Experience
			Acquisition
			Conversion

Metrics Selection Framework (Filtering)

Marketing Metrics → **Hygiene Metrics** → **KPI**

Market Channel	
Exposure Metrics	Engagement Metrics
Perception Metrics	Experience Metrics
Acquisition Metrics	Conversion Metrics

Channel
Metric
Importance
Metric Source
Metric Type
Metric Format

Business Objective
Channel
Channel Type
Metric Category
Metric Name
Benchmark
Target

KPI Selection Table :

- Here you **identify** the things that you actually **need to measure**.
- If you had 10 hygiene metrics and you identified **four or five of them as high importance.** Then you can probably assume that those **four or five key high importance metrics are your key performance indicators.**

KPI Selection Table :

Business Objective	Channel	Channel Type	Metric Category	Metric Name	Bench mark	Target

Project : Fittlyf Campaign KPI Table

You are tasked to create a **Campaign KPI Summary Table** for the **upcoming Marketing Campaign**. The primary objective of the campaign is to **create awareness** and **create brand consideration** about **Fittlyf and PCOS**. You need to use **Facebook, Instagram and Youtube channels** for this campaign.