

KEY PERFORMANCE INDICATORS

Setting Up Your KPIs

A

OBJECTIVES/GOALS:

Gain 60 Visitors to the landing page in 14 days

Gain 20 Online Comments in 10 days

Increase acquisition by referral by 60% in 14 days

Increase Session Duration by 60% in 7 days

B

CRITICAL SUCCESS FACTORS:

1. Gain more Users on landing page, Want 60 in 14 days

2. Obtain more User input in Form, we want 20 online comments in 10 days

3. attract Users for a longer period of time on the page

4. by 60% in 7 days

5. Gain more users from different links, increase referral by 60% in 14 days

C

KPIs:

1. Increase in Users from 2 weeks ago

2. Increase in user form submission from last week

3. Increase in session duration from last week

4. Increase in referral rate from 2 weeks ago

5.

D

MEASURES:

1. # of Users

2. # of Form submissions

3. # of session duration

4. # of referrals

5.

E

METRICS (FINAL KPIs):

1.

2.

3.

4.

5.