

Defining KPIs Like a Pro

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Hey!

I AM Elena

Product Manager at AppsFlyer by day,
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KPIs

First, what are they?



Key Performance Indicator

Help to evaluate the success of an organization or a product



ROI



NPS



Nights Without PD

CPI

% Support Tickets

Daily Steps

DARPU

Market Share

tickets sold

DAU

Conversion Rate

Retention



Not every metric
is a KPI

Pro Tips



1

Define Your Goal



2

Keep It Reachable

3

Focus





4

Keep It simple

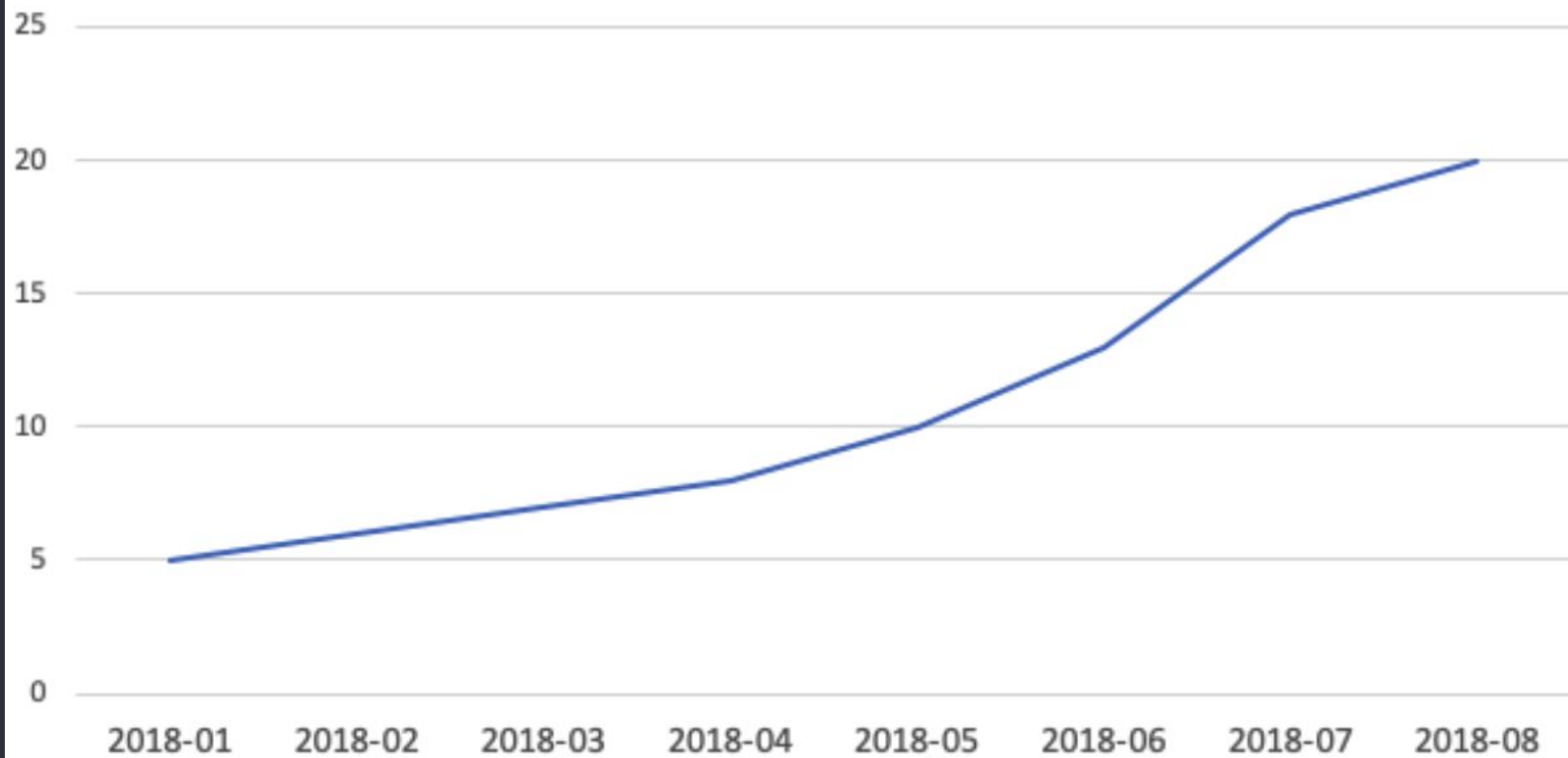


5

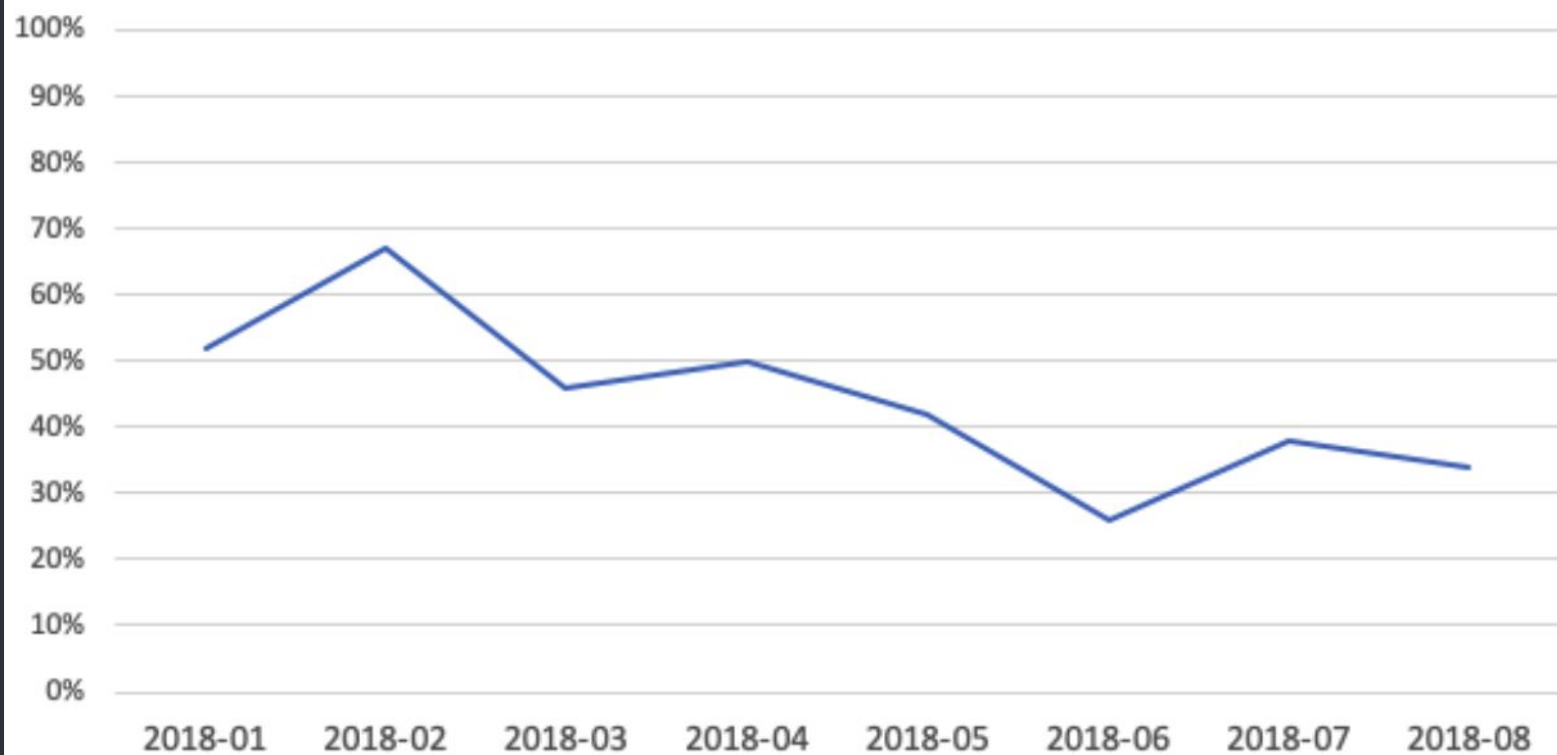
Know your data

And what can affect it

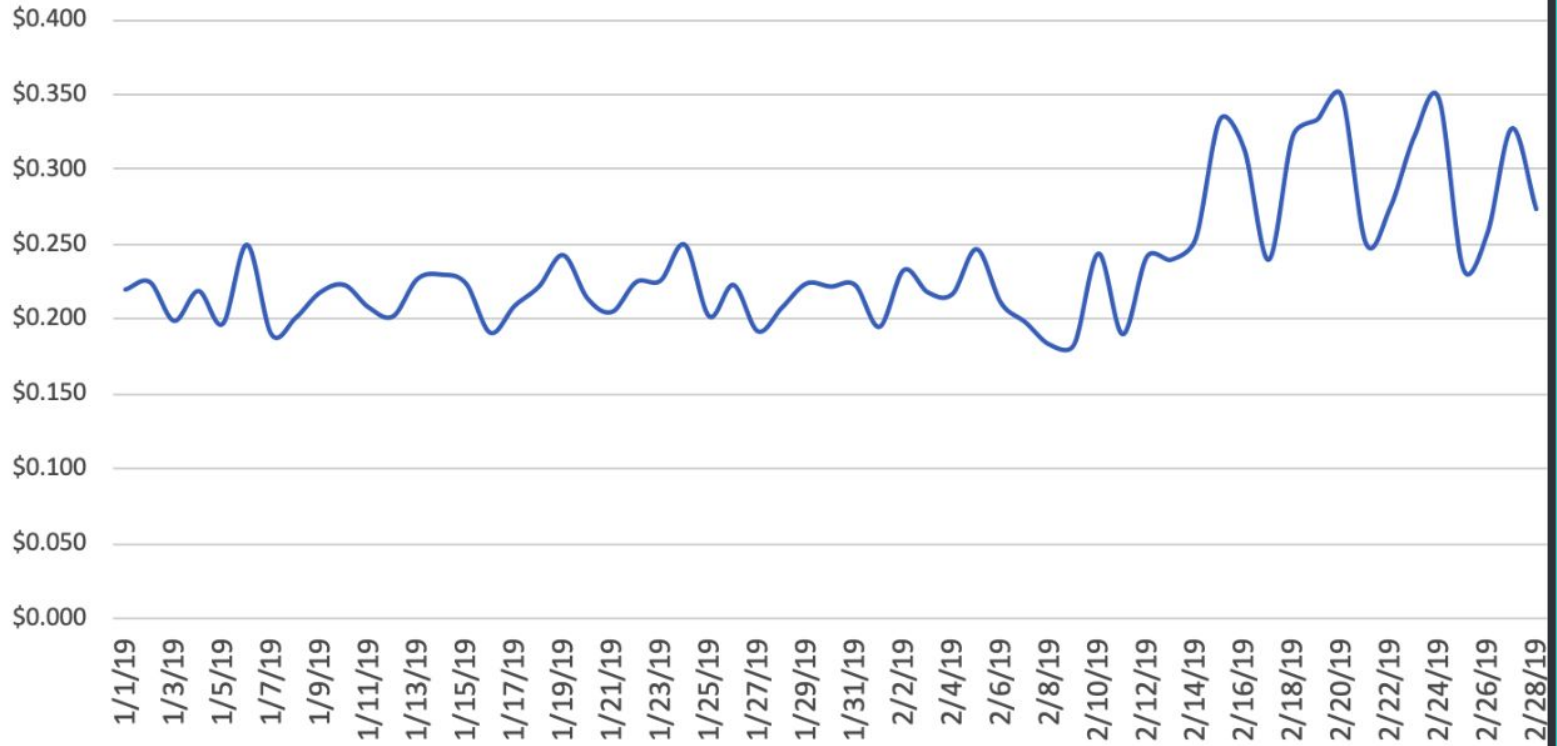
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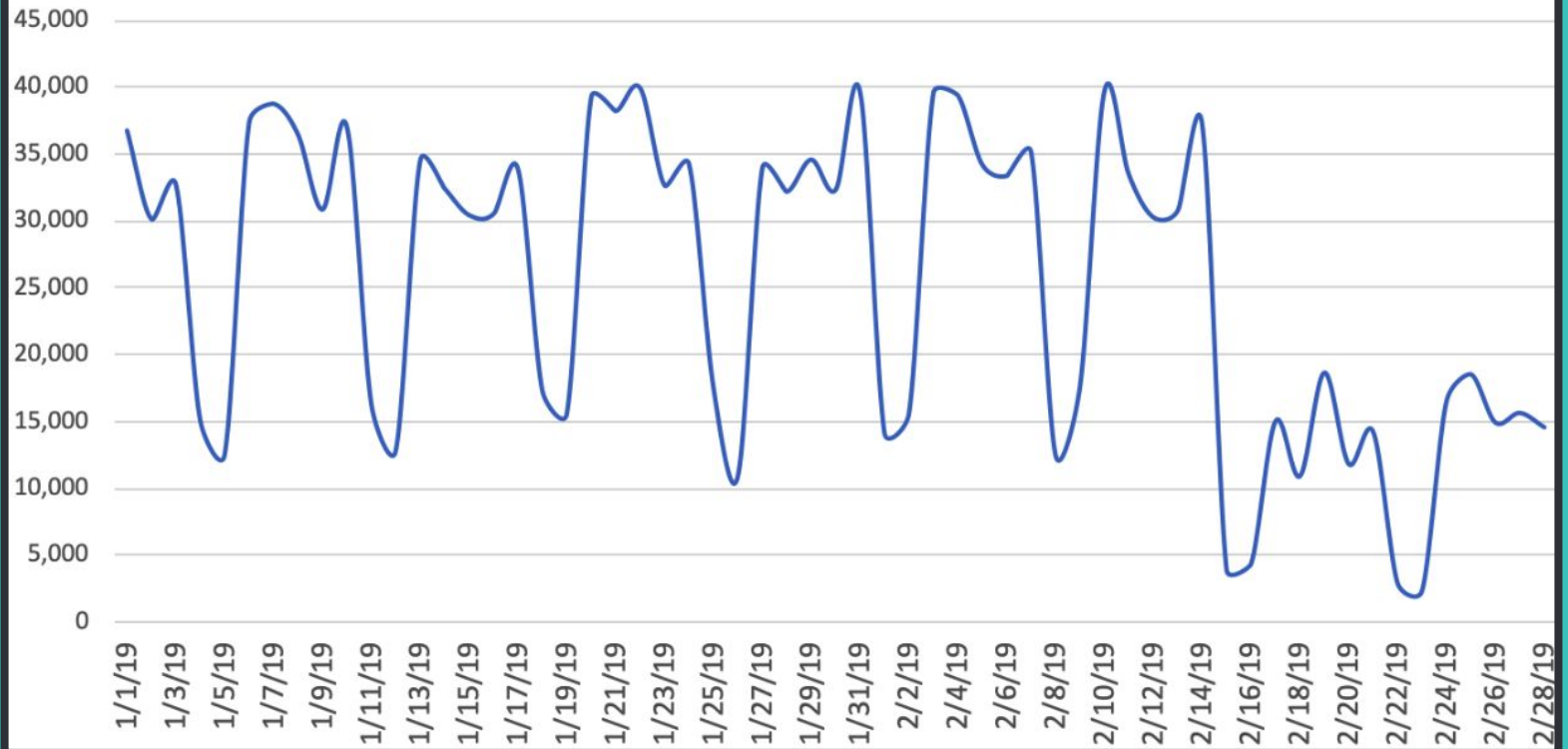
Tickets %



DARPU



DAU



That's All :)

Thank you!

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