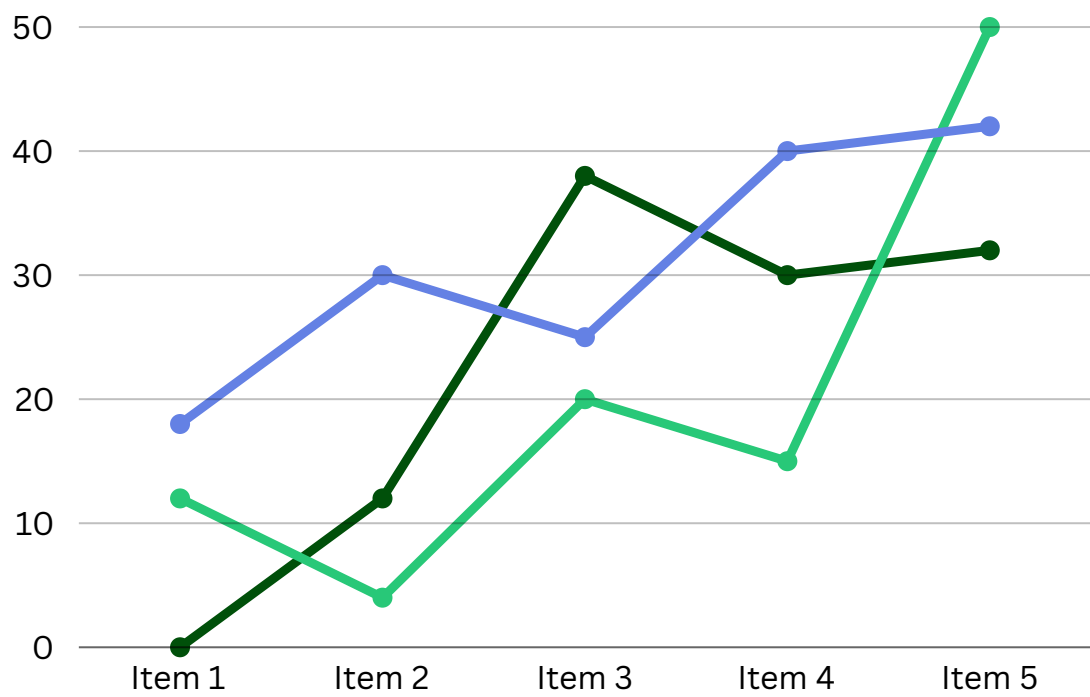


Key Performance Indicator (KPI)

Overview

TEAM	Ankira marketing team
PURPOSE	The goal is to determine the KPIs of the marketing funnel, which will be used to measure the performance of the campaign.
REPORTING FREQUENCY	Monthly
DURATION	1 YEAR - START 01/01/2025



Awareness

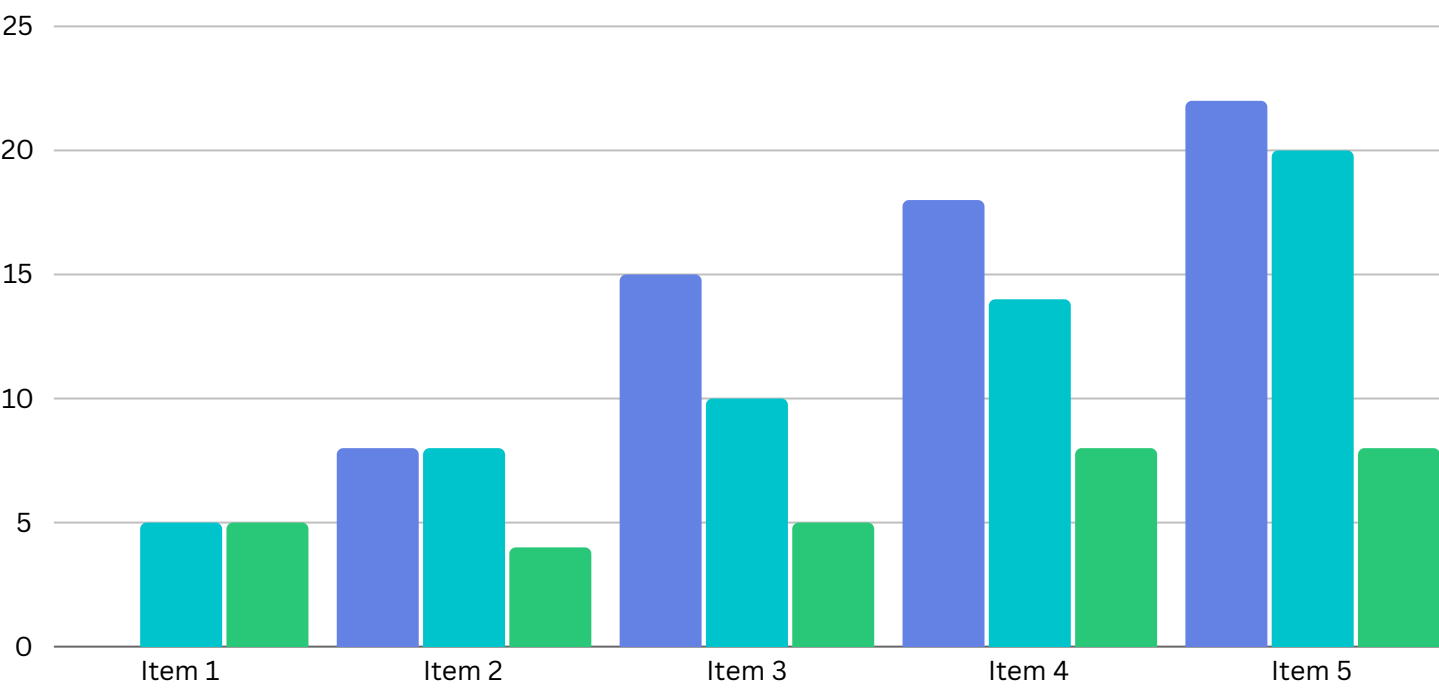
OBJECTIVE STATUS				
<input type="checkbox"/> Ahead <input checked="" type="checkbox"/> On Track <input type="checkbox"/> At Risk <input type="checkbox"/> Critical				
KPI	OWNER	MEASURE	STATUS	TARGET
Post Views	Atef	Reach	8000

Additional Notes

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Interest

OBJECTIVE STATUS				
<div><input type="checkbox"/> Ahead</div> <div><input checked="" type="checkbox"/> On Track</div> <div><input type="checkbox"/> At Risk</div> <div><input type="checkbox"/> Critical</div>				
KPI	OWNER	MEASURE	STATUS	TARGET
Number of clicks	Atef	1. Cost per Click 2. Number of Clicks	120

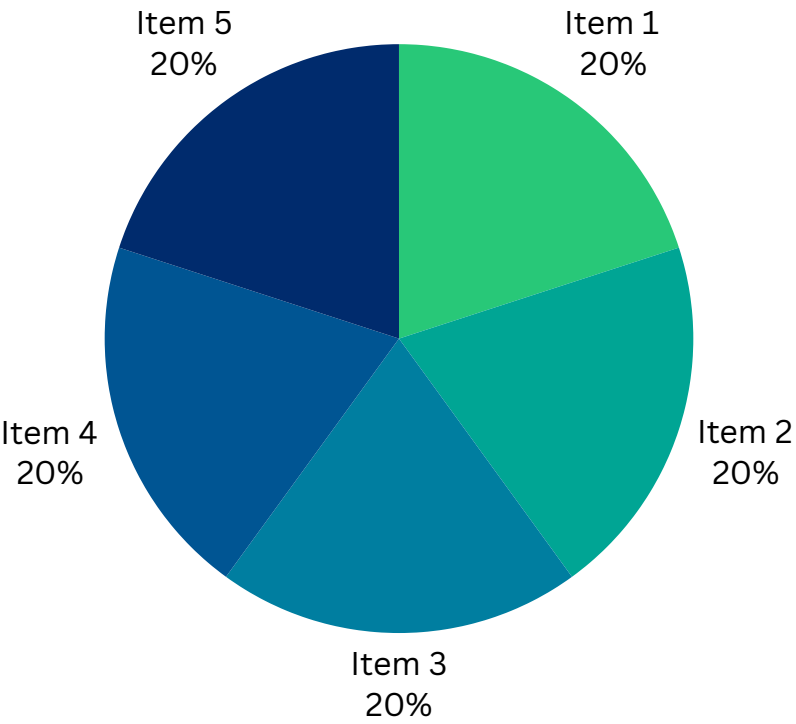


Additional Notes

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Desire

OBJECTIVE STATUS				
<div><input type="checkbox"/> Ahead</div> <div><input checked="" type="checkbox"/> On Track</div> <div><input type="checkbox"/> At Risk</div> <div><input type="checkbox"/> Critical</div>				
KPI	OWNER	MEASURE	STATUS	TARGET
1. Messages 2. leads	Atef	1. Messages numbers 2. Cost per lead/number of leads	1. 50 2. 400

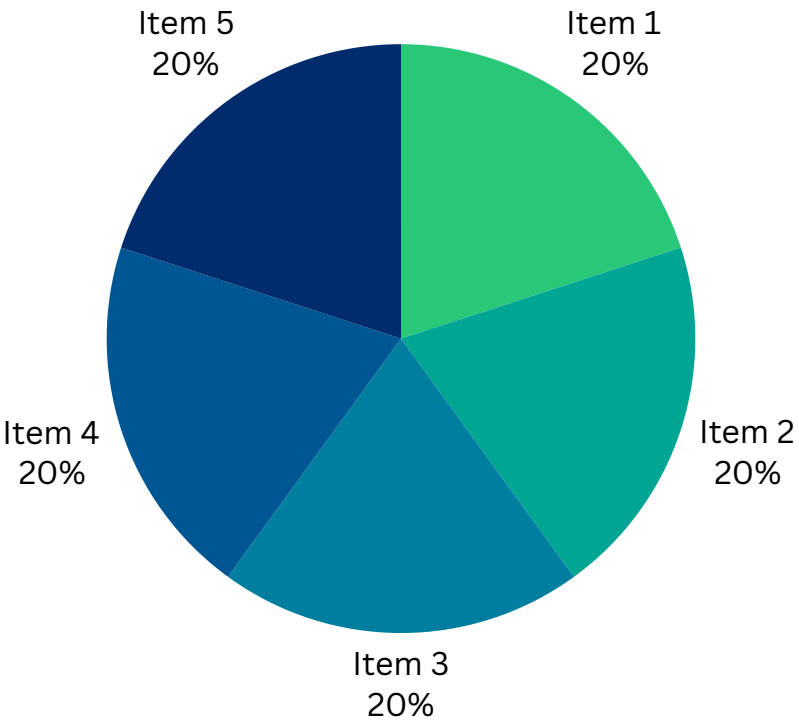


Additional Notes

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Action

OBJECTIVE STATUS				
<input type="checkbox"/> Ahead <input checked="" type="checkbox"/> On Track <input type="checkbox"/> At Risk <input type="checkbox"/> Critical				
KPI	OWNER	MEASURE	STATUS	TARGET
Conversion	Atef	1. number of conversion 2. cost per conversion	1. 30 2. 100 EGP



Additional Notes

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