

A project I led to coordinate & align  
Global and Local measurement and reporting  
Presented 17 Feb 2016

# Helping Huawei's Global CMO see the Value of Digital



# Building a Strategic Approach for Paid, Owned and Earned

This work began after the company's Global CMO kept stating she “did not see the value of digital.”

The agency partners approached her statement as an education piece, while a quick conversation I had with her highlighted what she was really sharing was markets were being given money and could not report on basic digital marketing metrics

Further conversations with markets uncovered hurdles and a complete lack of strategy:

- Markets had no access to Google Analytics and couldn't see any traffic sources/numbers or website behaviours
- Key markets, like Germany, had 29 KPIs and didn't know how to choose between them
- Channel and Media Planning had no past data to really use and guide the next campaign

And thus, the mission began to solve these basic issues and build a robust Analytics programme...

The following slides are the complete presentation presented globally after approval from the CMO and senior management. The presentation and programme won great praise for making things more clear for everyone. My great joy came from architecting this and hearing from the agencies & our company's leaders how they had never seen such a tactical approach

# Building a Strategic Approach for Paid, Owned and Earned

As Strategic Marketers the key to our work being successful is understanding Performance

The purpose of an effective KPI is to headline:

- Connections between our company's digital marketing and consumer "actions"
- Where we can optimize in real or near real-time based on the measurement

With the different Paid, Owned and Earned traffic sources available we wanted a method to help connect the sources to KPIs we wanted to track. Thinking about measurement led us to group KPIs into four areas:

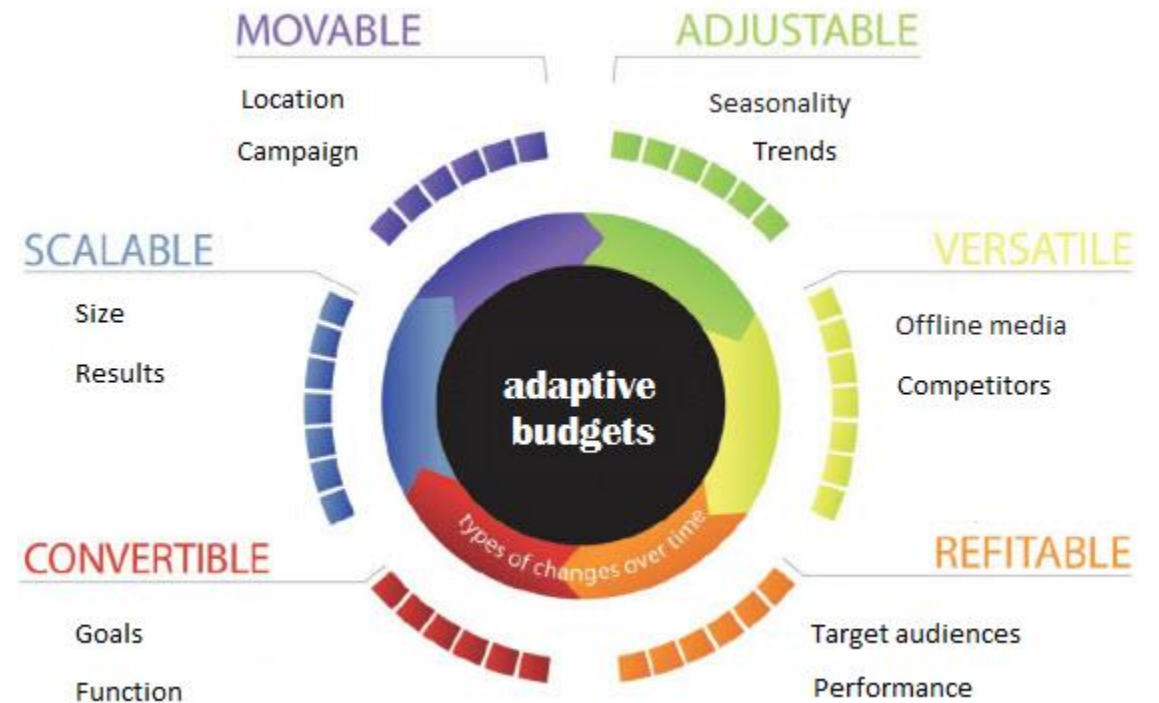
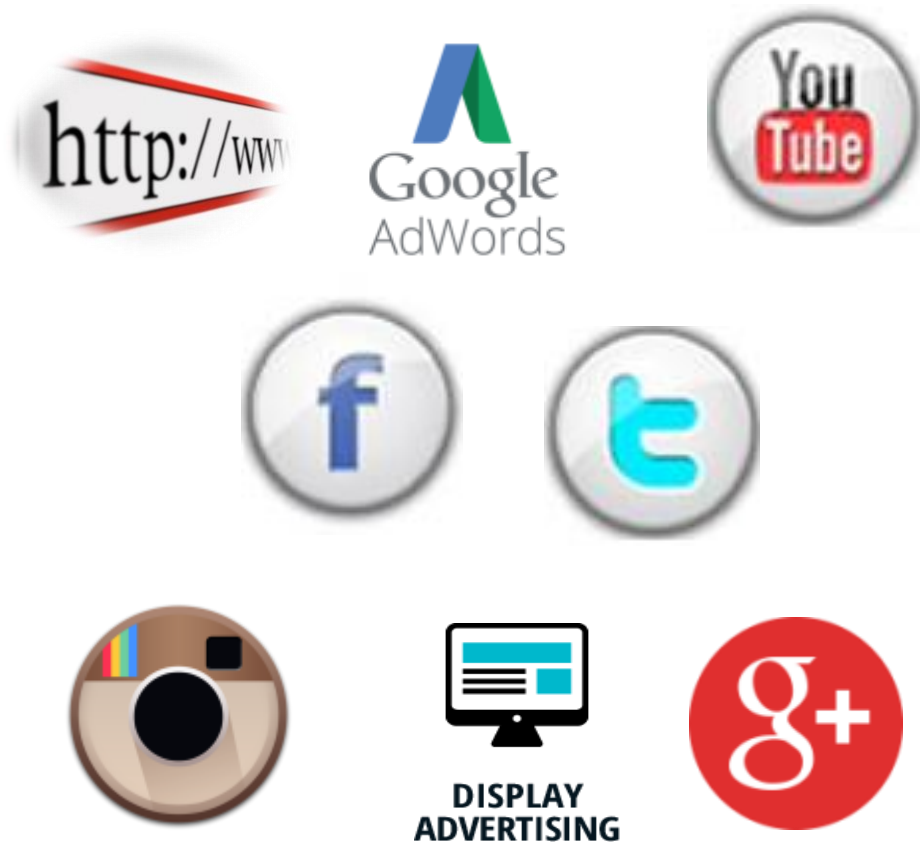
1. Performance
2. Efficiency
3. Quality
4. Brand (visibility)

We believe placing a KPI into a category helps instantly understand results  
and inspire tactics to help you achieve targets (drive clicks, lower ad costs, create better content...)



# Global KPIs

We reviewed a lot of different possible metrics across the different Traffic Sources (see Appendix) and wanted to produce a clear system that could take the 9 common channels and create an Adaptive & Agile format for Media. This would allow marketing teams to have clear KPIs to base decisions for budgeting, content, performance, etc.

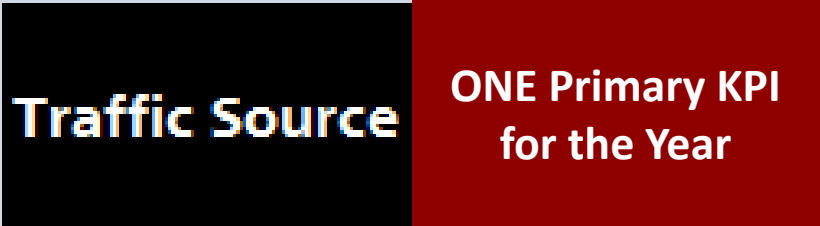


# Categorizing KPIs

Our process started by looking at all the Digital methods that can direct people to our Websites. This identified the...



We then discussed for each Traffic Source what would be...



And then applied the final part of placing KPIs into the categories of...



# Primary KPIs for 9 Traffic Sources

We ended up with 4 different Primary KPIs that can easily be measured and verified

|                                     |                                          |                                 |                                           |                                         |
|-------------------------------------|------------------------------------------|---------------------------------|-------------------------------------------|-----------------------------------------|
| <b>Display</b><br>Clicks to Website | <b>SEO (Organic)</b><br>Unique Visitors  | <b>PPC</b><br>Clicks to Website | <b>Direct</b><br>Unique Visitors          | <b>Referral</b><br>Unique Visitors      |
|                                     | <b>Facebook</b><br>Absolute Interactions | <b>YouTube</b><br>Views         | <b>Instagram</b><br>Absolute Interactions | <b>Twitter</b><br>Absolute Interactions |

- Our 4 KPIs for 2016**
1. Unique Visitors
  2. Absolute Interactions
  3. Views
  4. Clicks to Website

# There's More than just one KPI per Traffic Source...

Even when we focus on one Primary KPI per Traffic Source, we know there is a need to better understand Performance and this requires looking at more than one Indicator

Thus, we defined a first and second recommendation for each Traffic Source in the categories of:

- Performance
- Efficiency
- Quality
- Brand (visibility)

This starts to give deeper understandings to help see:

- Connections between our company's digital marketing and consumer "actions"
- Where we can optimize in real or near real-time based on the measurement

With Connections and Optimisation firmly in mind we created the following to present the different KPIs that the Global Analytics team will work to **produce reports for 10 markets on a regular basis**

# The Variety of KPIs we will work with

Our process reviewed a large list of KPIs that could be relevant to the 9 different Traffic Sources

The lists of categorized KPIs shared in the next slides was shaped to present defined metrics that the Analytics team will track and report on



The lists help us quickly answer where to invest effort (and budget) to meet such business objectives as:

- I want to know which Traffic Source drives the most Clicks to the website
- I want to connect to audiences that will read more of our content
- I want to find where we are more likely to have returning visits (or loyalty)
- I want the cheapest way to get more new visitors
- I want to know where our content is more likely to be clicked

# Refined with Media, Analytics and Digital Agencies for reporting

23 May 2016

| Area             | Global/Local Lead KPI | Primary metrics                               | Secondary metrics                                  |
|------------------|-----------------------|-----------------------------------------------|----------------------------------------------------|
| Display          | Clicks to website     | Clicks to website                             | Unique Reach                                       |
|                  |                       | Impressions                                   | Pages per Session                                  |
|                  |                       | CTR                                           | Number of top 10 sites                             |
| Website          | Unique visitors       | Unique Visitors                               | Avg. Session Duration                              |
| SEO              | Clicks to website     | Goals Completed (on site)<br>coming in future | Avg Session Duration                               |
|                  |                       |                                               | Cost per New Visitor                               |
| PPC              | Clicks to website     | Goals Completed (on site) in future           | Clicks                                             |
|                  |                       | CTR                                           | Average Session Duration                           |
| Facebook         | Sum Interactions      | Sum Interactions                              | FB Organic metrics<br>(reach, interactions, views) |
|                  |                       | Reach                                         |                                                    |
|                  |                       | Sum Fans (growth)                             | Applause rate (Likes ÷ Posts)                      |
|                  |                       | Sum Video Views (paid + organic)              |                                                    |
| Twitter          | Sum Interactions      | Sum Interactions                              | Interaction rate                                   |
|                  |                       | Sum Followers (growth)                        | Sum Followers (growth)                             |
|                  |                       | Share of Voice                                | Reach                                              |
| YouTube          | Views                 | Sum Video Views (paid + organic)              | Avg. Video playtime (Secs)                         |
|                  |                       |                                               | Sum Subscribers (growth)                           |
| Instagram        | Sum Interactions      | Sum Interactions                              | Interaction rate                                   |
|                  |                       | Sum Followers (growth)                        | Applause rate (Likes ÷ Posts)                      |
|                  |                       | Impressions                                   |                                                    |
|                  |                       | Reach                                         |                                                    |
| Social Listening | Share of voice        | Volume                                        |                                                    |
|                  |                       | # Mentions                                    |                                                    |
|                  |                       | Net sentiment*                                |                                                    |

This is the final list we began to work with for the reports the London Digital Hub Analytics produced for global and market teams

The following slides show the other metrics by Channel which LDH Analytics could share if a question came back to us about it

NB: Cost-based metrics cannot be tracked due to access to data. Therefore CPC, CPE, CPNV are not included here, but would be covered by any media reporting

\*Net sentiment reflects the ratio between Positive and Negative conversation about Huawei and its products

# Global KPIs – Display

| Traffic Source                | ONE Primary KPI for the Year | KPIs by category   | KPI Global - First recommendation for category | Global KPI - Second recommendation for category |
|-------------------------------|------------------------------|--------------------|------------------------------------------------|-------------------------------------------------|
| Display - standard            | Clicks to Website            | Performance        | Impressions                                    | Completed Goals (on site)                       |
|                               |                              | Efficiency         | CPC                                            | Cost per New Visitor                            |
|                               |                              | Quality            | Page Depth (in GA)                             | Avg. Video playtime (Secs)                      |
|                               |                              | Brand (visibility) | Number of Top 10 Sites                         | Brand Lift Studies                              |
| Display - programmatic        | Clicks to Website            | Performance        | Impressions                                    | Completed Goals (on site)                       |
|                               |                              | Efficiency         | CPC                                            | Cost per New Visitor                            |
|                               |                              | Quality            | Page Depth (in GA)                             | Avg. Video playtime (Secs)                      |
|                               |                              | Brand (visibility) | Number of Top 10 Sites                         | Brand Lift Studies                              |
| Display - private marketplace | Clicks to Website            | Performance        | Impressions                                    | Completed Goals (on site)                       |
|                               |                              | Efficiency         | CPC                                            | Cost per New Visitor                            |
|                               |                              | Quality            | Page Depth (in GA)                             | Avg. Video playtime (Secs)                      |
|                               |                              | Brand (visibility) | Unique Reach                                   | Brand Lift Studies                              |
| Display - other               | Clicks to Website            | Performance        | Impressions                                    | Completed Goals (on site)                       |
|                               |                              | Efficiency         | CPC                                            | Cost per New Visitor                            |
|                               |                              | Quality            | Page Depth (in GA)                             | Avg. Video playtime (Secs)                      |
|                               |                              | Brand (visibility) | Unique Reach                                   | Brand Lift Studies                              |

## Global KPIs – Direct and Referral

| Traffic Source  | ONE Primary KPI for the Year | KPIs by category   | KPI Global - First recommendation for category | Global KPI - Second recommendation for category |
|-----------------|------------------------------|--------------------|------------------------------------------------|-------------------------------------------------|
| .com (Direct)   | Unique Visitors              | Performance        | Unique Visitors                                | Avg. Session duration                           |
|                 |                              | Quality            | PageViews - Flagship product page              | Returning Visitors (in GA)                      |
|                 |                              | Brand (visibility) | Branded to non-branded Traffic                 | Number of Landing pages                         |
| .com (Referral) | Unique Visitors              | Performance        | Unique Visitors                                | Avg. Session duration                           |
|                 |                              | Quality            | PageViews - Flagship product page              | Returning Visitors (in GA)                      |
|                 |                              | Brand (visibility) | Number of Landing pages                        | Branded to non-branded Traffic                  |

## Global KPIs – PPC and SEO

| Traffic Source       | ONE Primary KPI for the Year | KPIs by category   | KPI Global - First recommendation for category | Global KPI - Second recommendation for category |
|----------------------|------------------------------|--------------------|------------------------------------------------|-------------------------------------------------|
| Search Paid (PPC)    | Clicks to Website            | Performance        | Goals Completed (on site)                      | Lost Impression Share (rank)                    |
|                      |                              | Efficiency         | CPC                                            | Cost per New Visitor                            |
|                      |                              | Quality            | Avg Session Duration                           | Impression Assist. Conversion                   |
|                      |                              | Brand (visibility) | Share of Search - top KWs                      | Lost Impression Share (budget)                  |
| Search Organic (SEO) | Unique Visitors              | Performance        | Goals Completed (on site)                      | Clicks                                          |
|                      |                              | Efficiency         | Cost per New Visitor(agency fee)               | Cost per Conversion (agency fee / goals in GA)  |
|                      |                              | Quality            | PageViews - Flagship product page              | Returning Visitors (in GA)                      |
|                      |                              | Brand (visibility) | Number of Keywords ranking 1-20                | Branded to non-branded Traffic                  |

## Global KPIs – Facebook

| Traffic Source   | ONE Primary KPI for the Year | KPIs by category   | KPI Global - First recommendation for category | Global KPI - Second recommendation for category |
|------------------|------------------------------|--------------------|------------------------------------------------|-------------------------------------------------|
| Facebook Paid    | Absolute Interactions        | Performance        | Impressions                                    | Likes                                           |
|                  |                              | Efficiency         | Cost per New Visitor                           | Cost per Engagement                             |
|                  |                              | Quality            | Absolute Fans (growth)                         | Returning Visitors (in GA)                      |
|                  |                              | Brand (visibility) | Share of Voice                                 | Reach in Market                                 |
| Facebook Organic | Absolute Interactions        | Performance        | Interaction rate                               | Avg. Shares per post                            |
|                  |                              | Efficiency         | Cost per New Visitor (agency fee)              | Cost per Engagement (agency fee)                |
|                  |                              | Quality            | Absolute Fans (growth)                         | Returning Visitors (in GA)                      |
|                  |                              | Brand (visibility) | Reach in Market                                | Share of Audience                               |
| Facebook Video   | Views                        | Performance        | Views                                          | Likes                                           |
|                  |                              | Efficiency         | CPV                                            | CPM                                             |
|                  |                              | Quality            | Applause rate                                  | Avg. Video playtime (Secs)                      |

We are introducing KPIs for Videos in Social Channels to help better understand what works where. This may also serve in future to tailor video content to be more appropriate to each channel's audiences

# Global KPIs – Twitter

| Traffic Source  | ONE Primary KPI for the Year | KPIs by category   | KPI Global - First recommendation for category | Global KPI - Second recommendation for category |
|-----------------|------------------------------|--------------------|------------------------------------------------|-------------------------------------------------|
| Twitter Paid    | Absolute Interactions        | Performance        | Impressions                                    | Likes                                           |
|                 |                              | Efficiency         | Cost per New Visitor                           | Cost per Engagement                             |
|                 |                              | Quality            | Reach % of Target Market                       | Absolute Followers (growth)                     |
|                 |                              | Brand (visibility) | Share of Voice                                 | Reach in Market                                 |
| Twitter Organic | Absolute Interactions        | Performance        | Interaction rate                               | RTs                                             |
|                 |                              | Efficiency         | Cost per New Visitor(agency fee)               | Cost per Engagement (agency fee)                |
|                 |                              | Quality            | Absolute Followers (growth)                    | Avg. RTs per post                               |
|                 |                              | Brand (visibility) | Reach in Market                                | Share of Audience                               |
| Twitter Video   | Views                        | Performance        | Views                                          | Likes                                           |
|                 |                              | Efficiency         | CPV                                            | CPM                                             |
|                 |                              | Quality            | Applause rate                                  | Avg. Video playtime (Secs)                      |

# Global KPIs – YouTube

| Traffic Source  | ONE Primary KPI for the Year | KPIs by category   | KPI Global - First recommendation for category | Global KPI - Second recommendation for category |
|-----------------|------------------------------|--------------------|------------------------------------------------|-------------------------------------------------|
| YouTube Paid    | Views                        | Performance        | Views                                          | Impressions                                     |
|                 |                              | Efficiency         | CPV                                            | Cost per Engagement                             |
|                 |                              | Quality            | Avg. Video playtime (Secs)                     | Absolute Subscribers (growth)                   |
|                 |                              | Brand (visibility) | Reach in Market                                | Share of Audience                               |
| YouTube Organic | Views                        | Performance        | Views                                          | Likes                                           |
|                 |                              | Efficiency         | Cost per New Visitor(agency fee)               | Cost per Engagement (agency fee)                |
|                 |                              | Quality            | Absolute Subscribers (growth)                  | Applause rate                                   |
|                 |                              | Brand (visibility) | Reach in Market                                | Share of Audience                               |

# Global KPIs – Instagram

| Traffic Source    | ONE Primary KPI for the Year | KPIs by category   | KPI Global - First recommendation for category | Global KPI - Second recommendation for category |
|-------------------|------------------------------|--------------------|------------------------------------------------|-------------------------------------------------|
| Instagram Paid    | Absolute Interactions        | Performance        | Likes                                          | Interaction rate                                |
|                   |                              | Efficiency         | Cost per New Visitor                           | Cost per Engagement                             |
|                   |                              | Quality            | Impressions                                    | Absolute Followers (growth)                     |
|                   |                              | Brand (visibility) | Reach in Market                                | Share of Audience                               |
| Instagram Organic | Absolute Interactions        | Performance        | Likes                                          | Interaction rate                                |
|                   |                              | Efficiency         | Cost per New Visitor(agency fee)               | Cost per Engagement (agency fee)                |
|                   |                              | Quality            | Absolute Followers (growth)                    | Avg. Shares per post                            |
|                   |                              | Brand (visibility) | Reach in Market                                | Share of Audience                               |
| Instagram Video   | Views                        | Performance        | Views                                          | Likes                                           |
|                   |                              | Efficiency         | CPV                                            | CPM                                             |
|                   |                              | Quality            | Applause rate                                  | Avg. Video playtime (Secs)                      |

# Next Steps to Bring to the Business

Conference calls to announce the KPIs and answer questions are the way we execute this across markets, regions and HQ

We believe the list of KPIs are straightforward and can be accepted quickly as they address measurement, tracking and save time as the London Digital Hub Analytics team will collect & share the data

The sharing process will also serve to lock in place the framework of thinking of Primary, 1<sup>st</sup> and 2<sup>nd</sup> metrics for the three categories (performance, efficiency, quality, brand)



We hosted 3 conference calls to match time zones

- Feb 19 9am UK (China/APAC)
- Feb 19 3pm UK (EU/CEE)
- Feb 19 5pm UK (LATAM/USA)

After the call markets – outside the 10 that LDH Analytics will work with directly  
- can work with their agencies to produce similar reports

LDH Analytics team will give the structure of our reports to help save time and align format of sharing information



## APPENDIX

# Global KPIs we will Report on

| Display                                        |
|------------------------------------------------|
| Clicks to website                              |
| Impressions                                    |
| Goals completed (on site)                      |
| CTR by Placement                               |
| CTR by Content type                            |
| Cost per New Visitor                           |
| Cost per Visitor                               |
| Cost Per Conversion                            |
| CPC                                            |
| CPM                                            |
| Visitor Loyalty for Traffic Source (in GA)     |
| Channel % Assist Conversions (in GA)           |
| Page Depth (in GA)                             |
| PageView lift                                  |
| Search Lift                                    |
| Time since Last Visit (visitor recency in GA)  |
| Avg. Video playtime (Secs)                     |
| Number of top 10 sites                         |
| Freq. to maximise Ad recall                    |
| Unique Reach (via Private Marketplace)         |
| Brand Lift (as seen in brand studies)          |
| Brand Awareness (as seen in brand studies)     |
| Brand Consideration (as seen in brand studies) |

Color Codes =

| Key                |
|--------------------|
| Performance        |
| Efficiency         |
| Quality            |
| Brand (Visibility) |

# Global KPIs we will Report on

| SEO                                                       |
|-----------------------------------------------------------|
| Goals completed (on site)                                 |
| Total Visitors                                            |
| Unique Visitors                                           |
| New Visitors                                              |
| Conversions                                               |
| Impressions                                               |
| Cost per New Visitor                                      |
| Cost per Visitor                                          |
| Cost Per Conversion (goals in GA)                         |
| PageViews - Flagship product page                         |
| Avg. Session Duration                                     |
| PageViews                                                 |
| % Traffic w/ Visitor Loyalty 3x                           |
| Number of Keywords driving traffic                        |
| Visitors Post on Social                                   |
| Returning Visitors                                        |
| Bounce rate                                               |
| Visitor Loyalty for Traffic Source (in GA)                |
| Page Depth (in GA)                                        |
| Time since Last Visit (visitor recency in GA)             |
| Number of Keywords ranking 1-20                           |
| Number of Landing Pages                                   |
| Number of unique Brand Keywords driving Traffic           |
| Branded to non-branded Traffic                            |
| Most commonly used words in key phrases (seen in GA)      |
| Avg. Reviews rating (if agency can get this across sites) |
| Traffic from Universal Search (images, news, etc)         |

| PPC                                           |
|-----------------------------------------------|
| Goals completed (on site)                     |
| Lost Imp.Share (rank)                         |
| Conversions                                   |
| Clicks                                        |
| CTR                                           |
| Cost Per Conversion                           |
| CPC                                           |
| Cost per New Visitor                          |
| Cost per Visitor                              |
| PageViews - Flagship product page             |
| Avg. Session Duration                         |
| PageViews                                     |
| % Traffic - Visitor Loyalty 3x                |
| Impression Assist. Conversion                 |
| Visitor Loyalty for Traffic Source (in GA)    |
| Page Depth (in GA)                            |
| Channel % Assist Conversions (in GA)          |
| Time since Last Visit (visitor recency in GA) |
| Lost Imp.Share (budget)                       |
| Share of Search - top KWs                     |

Color Codes =

| Key                |
|--------------------|
| Performance        |
| Efficiency         |
| Quality            |
| Brand (Visibility) |

# Global KPIs we will Report on

| Direct                                               |
|------------------------------------------------------|
| Unique Visitors                                      |
| Sessions                                             |
| New Visitors                                         |
| Avg. Session duration                                |
| Goals completed (on site)                            |
| Conversions                                          |
| PageViews                                            |
| PageViews - Flagship product page                    |
| Visitors Post on Social                              |
| Returning Visitors (in GA)                           |
| Bounce rate                                          |
| Visitor Loyalty for Traffic Source (in GA)           |
| Page Depth (in GA)                                   |
| Time since Last Visit (visitor recency in GA)        |
| Number of Landing Pages                              |
| Number of unique Brand Keywords driving Traffic      |
| Branded to non-branded Traffic                       |
| Most commonly used words in key phrases (seen in GA) |
| Traffic from Universal Search (images, news, etc)    |

| Referral                                             |
|------------------------------------------------------|
| Unique Visitors                                      |
| Sessions                                             |
| New Visitors                                         |
| Avg. Session duration                                |
| Goals completed (on site)                            |
| Conversions                                          |
| PageViews                                            |
| PageViews - Flagship product page                    |
| Visitors Post on Social                              |
| Returning Visitors (in GA)                           |
| Bounce rate                                          |
| Visitor Loyalty                                      |
| Page Depth (in GA)                                   |
| Time since Last Visit (visitor recency in GA)        |
| Visitor Loyalty for Traffic Source (in GA)           |
| Traffic from Universal Search (images, news, etc)    |
| Number of Landing Pages                              |
| Branded to non-branded Traffic                       |
| Most commonly used words in key phrases (seen in GA) |

| Color Codes =      |
|--------------------|
| Key                |
| Performance        |
| Efficiency         |
| Quality            |
| Brand (Visibility) |

# Global KPIs we will Report on

Color Codes =

| Key                |
|--------------------|
| Performance        |
| Efficiency         |
| Quality            |
| Brand (Visibility) |

| Facebook                                           |
|----------------------------------------------------|
| Absolute Interactions                              |
| Interaction rate                                   |
| Conversation rate                                  |
| Amplification rate                                 |
| Clicks                                             |
| CTR                                                |
| Likes                                              |
| Impressions                                        |
| Post Engagements                                   |
| Shares                                             |
| Avg. Shares per post                               |
| Video Views                                        |
| Goals completed (on site)                          |
| Cost Per Link Click                                |
| Cost Per Engagement                                |
| Cost per New Visitor                               |
| Cost per Visitor                                   |
| Avg. Shares per post (ORG)                         |
| Reach % of Target Market (PAID)                    |
| Applause rate                                      |
| Absolute Fans (growth)                             |
| # Hashtag use                                      |
| Loss rate / Unsubscribers                          |
| Visitor Loyalty for Traffic Source (in GA)         |
| Page Depth (in GA)                                 |
| Returning Visitors (in GA)                         |
| Time since Last Visit (visitor recency in GA)      |
| Reach in Market                                    |
| Share of Voice                                     |
| Social Sentiment Quality                           |
| Share of Audience                                  |
| Brand Lift (as seen in FB and other brand studies) |

| YouTube                                            |
|----------------------------------------------------|
| Views                                              |
| Interaction rate                                   |
| Conversation rate                                  |
| Amplification rate                                 |
| Video Views                                        |
| Absolute Subscribers (growth)                      |
| Views (PAID)                                       |
| Likes                                              |
| Shares                                             |
| % Video Completed                                  |
| Clicks                                             |
| CTR                                                |
| Goals completed (on site)                          |
| Impressions                                        |
| Cost Per View                                      |
| Cost per New Visitor                               |
| Cost per Visitor                                   |
| Applause rate                                      |
| Likes to Views                                     |
| Views to Subscribers                               |
| View Rate                                          |
| Comments to Views                                  |
| Comments                                           |
| Loss rate / Unsubscribers                          |
| Number People watching 2x videos                   |
| Avg. Engagement time (Secs)                        |
| Avg. Video playtime (Secs)                         |
| Visitor Loyalty for Traffic Source (in GA)         |
| Page Depth (in GA)                                 |
| Returning Visitors (in GA)                         |
| Time since Last Visit (visitor recency in GA)      |
| Share of Audience                                  |
| Reach in Market                                    |
| Share of Voice                                     |
| Social Sentiment Quality                           |
| Brand Lift (as seen in YT and other brand studies) |

# Global KPIs we will Report on

Color Codes =

| Key                |
|--------------------|
| Performance        |
| Efficiency         |
| Quality            |
| Brand (Visibility) |

| Instagram                                     |
|-----------------------------------------------|
| Absolute Interactions                         |
| Interaction rate                              |
| Conversation rate                             |
| Amplification rate                            |
| Impressions                                   |
| Video Views                                   |
| Shares                                        |
| Avg. Shares per post                          |
| Likes (ORG)                                   |
| Likes (PAID)                                  |
| Clicks                                        |
| CTR                                           |
| Goals completed (on site)                     |
| Cost Per Engagement                           |
| Cost Per View                                 |
| Cost per New Visitor                          |
| Cost per Visitor                              |
| Applause rate                                 |
| Absolute Followers (growth)                   |
| Comments                                      |
| Loss rate / Unsubscribers                     |
| Post Views to Subscribers                     |
| Visitor Loyalty for Traffic Source (in GA)    |
| Page Depth (in GA)                            |
| Returning Visitors (in GA)                    |
| Time since Last Visit (visitor recency in GA) |
| Share of Audience                             |
| Reach in Market                               |
| Brand Lift (as seen in brand studies)         |

| Twitter                                       |
|-----------------------------------------------|
| Absolute Interactions                         |
| Interaction rate                              |
| Conversation rate                             |
| Amplification rate                            |
| RTs (ORG)                                     |
| Impressions (PAID)                            |
| Clicks                                        |
| CTR                                           |
| Video Views                                   |
| Likes                                         |
| Goals completed (on site)                     |
| Impressions                                   |
| Cost Per Engagement                           |
| Cost Per View                                 |
| Cost per New Visitor                          |
| Cost per Visitor                              |
| Applause rate                                 |
| Absolute Followers (growth)                   |
| Avg. RTs per post                             |
| # Hashtag use                                 |
| Loss rate / Unsubscribers                     |
| Visitor Loyalty for Traffic Source (in GA)    |
| Page Depth (in GA)                            |
| Returning Visitors (in GA)                    |
| Time since Last Visit (visitor recency in GA) |
| Share of Audience                             |
| Reach in Market                               |
| Share of Voice                                |
| Social Sentiment Quality                      |
| Brand Lift (as seen in brand studies)         |

# Global KPIs we will Report on

We believe these KPIs will cement recurring metrics across Traffic Sources and help our “performance analysis” so Analytics can share on a regular basis items like these:

| Comparing all Traffic Sources coming to website |
|-------------------------------------------------|
| Clicks                                          |
| CTR                                             |
| Goals completed on site                         |
| Cost per New Visitor                            |
| Cost per Visitor                                |
| CPC                                             |
| CPM                                             |
| Page Depth (in GA)                              |
| Returning Visitors                              |
| Visitor Loyalty for Traffic Source (in GA)      |
| % Traffic w/ Visitor Loyalty 3x                 |
| % New Visitors vs All Visitors                  |
| Time since Last Visit (visitor recency in GA)   |

| Comparing Social Channels sending traffic to website |
|------------------------------------------------------|
| Interaction rate                                     |
| Shares                                               |
| Conversation rate                                    |
| Amplification rate                                   |
| Video views                                          |
| % Video completed                                    |
| Applause rate                                        |
| Avg. Video playtime (Secs)                           |
| Visitor Loyalty for Traffic Source (in GA)           |
| Time since Last Visit (visitor recency in GA)        |

The lists above are meant to help us quickly answer where to invest effort (and budget) to meet such business objectives as:

- I want to know which drives the most Clicks to the website
- I want to connect to audiences that will read more of our content
- I want to find where we are more likely to have returning visits (or loyalty)
- I want the cheapest way to get more new visitors
- I want to know where our content is more likely to be clicked