

KPI

	Selling	Selling	Selling	Online Marketing	Online Marketing	Online Marketing
	KPI 1	KPI 2	KPI 3	KPI 4	KPI 5	KPI 6
	# customers/day	Average purchase value	Conversion rate	Reach and Impressions	Click Through Rate	Cost per Acquisition
Why measure it?	Measure over time to track footfall to store and webshop and also measure your campaigns impact (ROI).	Measure over time to follow increase/decrease of average purchase/customer.	Measure and compare to industry average will give you a good idea how your webshop is doing. Are you under- or over performing ?	Measure how many people were reached by your advertising and how many times it was shown.	Click Through Rate will give you indication on how interesting and relevant people found your advertising.	Measure how much it costs to gain a conversion. For example: Sales, leads, newsletter-subscriptions, etc.
Where to find info?	A people counter or other retail analytics software. There are a lot of trackers to choose from. Online, simply measure the traffic to your website.	The formula: total revenue/number of transactions Most of the e-commerce platform has this number in the backend. Offline, divide your revenue by the number of transaction.	The formula: transactions/sessions Most of the e-commerce platform has this number in the backend. Offline, count the number of transaction/day and divided by your KPI1.	In social media or Google Analytics depending on which channel you used.	Google Analytics	The formula: Advertisement cost/ number of conversions.
How to improve it?	Make your window more attractive or organise events. Online, increase traffic to your website with newsletter and social activities.	Creative campaigns, or upsell/cross sell ideas could be implemented to increase the average purchase/customer.	Gain trust by raising your brand awareness with convincing messages and content. Elaborate strong selling techniques offline and online..	Create different ads and increase budget on the most performing ones. The more times your ad is seen - the more likely to remember your brand and message.	Use a heat mapping tool to see where on the page your audience is spending time and improve the page accordingly. Don't hesitate to test different content.	If your campaign objective is raising brand awareness or generate leads, then your ROI is not so important. But, it will become in the next phase. If your campaign objective is to sell, then ROI is key and your CPA should be higher than your average purchase value.