



INCREASED AWARENESS

WHAT IS MEASURED?

AD PERFORMANCE

- BRAND IMPRESSIONS (EYEBALLS)
- CLICKS, SHARES, COMMENTS (ACTIONS)

WEB VISITOR QUALITY

- NUMBER OF SESSIONS
- TIME ON SITE, TOP PAGES
- BROWSING BEHAVIOUR

CONVERSIONS

- QUOTE FORMS, PHONE CALLS, EMAILS
- APPOINTMENTS, WALK-INS
- PURCHASES, SIGNUPS

REPEAT CUSTOMERS

- RENEWALS, REPEAT, UPSSELLS
- LIFETIME CUSTOMER VALUE GROWTH

PERSONAL / OFFLINE

- NOT MEASURED, BUT IMPORTANT!
- EXAMPLES: EVENTS, LUNCH, GIFTS, AWARDS, IN-PERSON MEETINGS, ONLINE COMMUNITIES, ETC.

FEEDBACK LOOP

- MEASURE RESULTS
- OPTIMIZE EFFORT AND BUDGET FOR BEST PERFORMANCE

INCREASED SALES