

Acadium Accelerator KPI Assignment

Why? Gain experience assessing a business situation in order to develop appropriate KPIs

What?

- a. Read the below scenario.
- b. Answer each of the questions within the Google Document.
- c. Submit the link to this document via Google Classroom when completed.

KPIs = actions that can be measured and support the achievement of your goal.

SCENARIO:

You work for a multinational ath-leisure company that caters mainly to women between the ages of 21-35, active lifestyle, enjoy traveling, Netflix, running and staying tuned-in to current events via podcasts.

Recently you have experienced decreased traffic on your website and decreased revenue.

Your website has not been search-engine-optimized for a year and your social channels are mainly used to disseminate information, not to converse with customers.

You use re-targeting ads and email newsletters to engage with both prospective and existing customers.

1) Choose three of the following GOALS to focus on and explain why you eliminated your 4th option: increased traffic; higher revenue; more highly qualified leads; and higher quality interactions.

- a. Increased traffic
- b. Highly qualified leads

- c. Higher quality interactions
- d. - Did not choose - higher revenue because, in my view, this is a byproduct of the other 3. By getting the company's engagements back up, target a higher quality audience (ready to buy or high interest) and making it a positive experience, the profits/revenue will come back (assuming all things stay equal).

2a) List 3 KPIs you will focus on for each of your three GOALS below (e.g. number of comments, number of leads). Remember that you can assign numerical KPIs or percentage based KPIs ('rates').

- 1. Increased traffic
 - a. Impressions
 - b. Unique visitors
 - c. pageviews
- 2. Better leads
 - a. Time on site - bad answer because this is a low purchase point product, so there is not much time needed to decide to buy; find a better KPI
 - b. NEW KPI to replace time on site: Leads-to-win, you can easily track if the new changes are bringing in customers who convert more, if going up, it is rational to deduce that you are getting better leads OR that you are doing a better job targeting, which is still better leads
 - c. ROAS - lagging indicator, so I need to find something earlier in the process to track the quality of the leads (ie a LEADING indicator)
 - d. Customer lifetime value (LTV)
- 3. Better engagement
 - a. Conversion rate
 - b. Social media engagements - the companies problem was that they were using social media to talk AT their customers and not talk TO and ENGAGE their customers to build a rapport; if they did this more, they would have a more vocal, advocacy base of loyal followers who would amplify the company's current marketing efforts by reposting, taking photos in the gear, speaking positively with friends about brand, etc
 - c. direct traffic

2b) Assign each of your KPIs a desirable TARGET to hit in six months (e.g a % increase, a total #, etc)

I want to double profits in 5 years; see a pop in the beginning and work to maintain that since we were already a top company and neglect, not product is the reason for the decline

a. Goal #1 = increased traffic (primary focus and where I try to seek the biggest, most aggressive jumps because it all starts here; if I can get clients back, then we can convert them and hit that 2x profits in 5yrs)

- KPI #1 = **impressions**

- Target = increase impressions 100%

-KPI #2 **unique visitors**

- Target = grow these by 50%

- KPI#3= **pageviews**

- Target = grow these by +100%

b. Goal #2 = better leads

- KPI #1 = **time on site**

- Target = increase 30 secs

-KPI #2= **ROAS**

- Target = grow 20%

- KPI#3= **CLTV**

- Target = increase 10%

.

c. Goal #3 = better engagement

- KPI #1 = **conversion rate**

- Target = increase 150% because they are low now due to neglect, not customers necessarily not liking us

-KPI #2= **social media engagement**

- Target = increase 200% ... make the effort and see customers come back; start to put the customer first, not the company goals

- KPI#3= **direct traffic**

- Target = grow 100% ... if 2-3% is standard and we're falling off the map, we can prob get 75-100%

My feeling is that a better experience with the company will lead to a more loyal fan base and a loyal fan base means more advocates for our products. So instead of us

advertising, we have trusted sources who love us doing the selling for us. Then as they come to our page (why I mentioned social media), they will hopefully love and appreciate our commitment to being engaged with our customers and move further down the sales funnel to learning more about us and then hopefully buying. That's why I also tied conversion rate improvement to engagement. I want our natural efforts with our current base to get us more opportunities to win NEW clients via word of mouth. We're already ahead of the game because they heard good things about us, now we must close the deal.