

Unified Performance Measurement

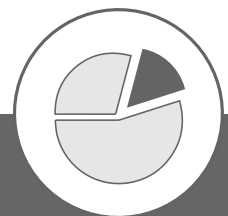
CORPORATE KPI'S



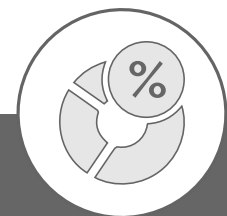
Revenue Growth



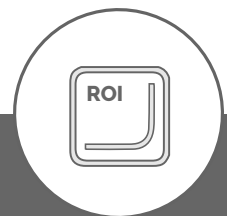
Net Profit



Market Penetration



Market Share



Marketing ROI

BRAND EQUITY

How much a brand is worth as a financial asset

CUSTOMER EQUITY

How much all customers are worth as a financial asset

BRAND HEALTH

PORTFOLIO

RELATIONSHIP

Brand Value

- Market Share
- Relative Market Share
- Brand Development Index
- Share of Requirements
- Price Premium Index

Brand Strength

- Brand Awareness
- Brand Perception
- Brand Sentiment
- Brand Reputation
- Brand Loyalty

Value

- # Customers
- # New Customers
- Average Products
- Average Total Spending
- Average Tenure
- Average Lifetime Value
- Portfolio Growth Rate
- Retention Rate
- Purchase Frequency
- Product Penetration
- Share of Wallet
- Cost to Serve

Customer Loyalty

- Net Promoter Score
- Level of Commitment
- Purchase Intent

Experience

- Service Satisfaction
- Product Satisfaction
- Complaints
- Channel Satisfaction
- Cancellations
- Save Ratio

Engagement

- Clickthrough Index
- Share Index
- Feedback Index
- Interaction Index

MARKETING PROGRAMS

Lead Management

- Prospects
- New Leads
- Marketing-Ready Leads
- Sales-Ready Leads
- Opportunities
- Conversions
- Close Ratio
- Average Sale Value
- Acquisition Cost

Web Site(s)

- Visitors
- Visits
- New Visitors
- Return Visitors
- Page Views
- Time on Site
- Inbound Links to Site
- Time on Page
- Referral Traffic
- Page Ranking
- Bounce Rate

Social

- Members
- Followers
- Posts
- Likes
- Comments
- Uploads
- Shares
- Video Plays

Interaction

- Product Trial
- Coupon Redemption
- Offer Response
- Survey Responses
- Event Registration
- E-mail subscribers
- Mobile App Downloads
- Downloads

Demand Generation

- Ad Recall
- Impressions
- Reach
- Share of Voice
- Ad Clickthroughs
- Click Depth
- Search Share
- Keyword Share
- Time to Purchase

Loyalty

- Members
- New Enrollments
- Member Growth Rate
- Active Members
- Lapsed Members
- Redemptions
- Average Point Balance
- Average Points Liability
- Sales Lift/Shift