Last Updated:

Owner:

Updated By:

Status: Draft (or Live):

Who does this: Mostly Operator

**Sales Phase - Business Metrics**

## Online Marketing Metrics

* Total Visits
* New Sessions
* Traffic Sources
	+ Direct visitors
	+ Search visitors
	+ Referral visitors
* New / Unique visitor conversions
* Return visitor conversions
* Interactions per visit
* Value per visit
* Cost per conversion
* Channel-specific traffic
	+ Direct
	+ Referrals
	+ Organic
	+ Social
* Bounce Rate
* Total conversions
* Lead to close ratio
* Customer retention rates
* Customer Value
* Cost per lead
* Project Return on Investment (ROI)

##

## Daily Metrics

* Click thru rate
* Transactions
* Revenue
* Conversion rate
* Cost per acquisition
	+ Target CPA
	+ Actual CPA

## Weekly Metrics

* Visits
* Leads
* Prospects
* Conversion rate
* Visitor to lead conversion rate
* Lead to customer conversion rate or Prospect to customer conversion rate
	+ Sales efficiency
	+ Goal setting
* Product revenue
* Product quantity
* Cart to detail rate
* Buy to detail rate

##

## Monthly eCommerce Metrics

* LTV: CAC Ratio
* Sales cycle
* Average deal size
* Net promoter score
	+ Promoters
	+ Passives
	+ Detractors
* Per session value
* Conversion rate by landing page

##