

Key Performance Indicators

Awareness Phase

- Views/reach
- New fans/followers generated
- Reposts and/or retweets
- Likes
- Traffic (to website)
- New links

Consideration Phase

- Views of specific pages
- Email submissions
- Free trial requests
- Items added to cart
- Searches
- Social sharing
- Newsletter signups

Action Phase

- Revenue
- Return on investment (ROI)
- Conversion rate
- New vs. return customers
- Average order value (AOV)
- Lifetime customer value (LTV)

