

Chapter 9

Score: 1 = exceeded goal, 2 = met goal, 3 = did not meet goal

KPI Dashboard			
SMART Business Goal #1	What You Will Measure	When You Will Measure	How You Will Measure

KPI Benchmark (Prelaunch)		
Date/Prelaunch	Your Starting Point	Competition

Campaign Results				
Date	Results	Score	Internal Facts	External Factors