



KPI Alignment

KPIs (Key Performance Indicators) are the metrics you need to define before you can truly gauge the performance of your site, your marketing, your business.

Why you should care

Nobody uses vanity metrics anymore. Sure, bounce rate and pages-per-session can give you an overview of how your site is performing but the big hairy question is: **'How are your site and content delivering sales through your pipeline to opportunities won/lost?'** To answer it you need clearly defined KPIs.

The Velocity Spin Cycle™ is our framework for the transformation to data-driven performance marketing.



KPIs in Action

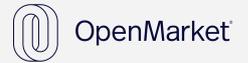
OpenMarket

We built a KPI framework to support content planning, production and promotion.

Today:

- All content is aligned to KPIs
- Rolling reports are in place
- Quarterly business reviews (QBRs) are standard

[Learn more](#)



How it works

Most marketers understand they need clear, ambitious, specific and transparent KPIs (Key Performance Indicators). But getting to them is hard. We start every campaign with a four step process:

Performance Workshop Gather input from your key stakeholders to align business KPIs with marketing goals. We define: purpose (I know, lofty), goals, end user actions, core hypotheses, prioritised actions and barriers.	Data Audit Assess baselines in your analytics, CRM and automation data so we can create SMART (specific, measurable, attainable, relevant, and time-bound) KPIs linked to goals.	Analytics Framework Build out the analytical reports and framework into real-time KPI reports and dashboards.	Report and Review Provide KPI reports and reviews on a daily, weekly, monthly or quarterly basis to support the next phase of your content planning.
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	Web		Automation		CRM	
Offsite Performance	Visitors / Traffic	Onsite Behaviour	Lead Acquisition	Nurture	Sales Qualification	Opportunity / Revenue
Demand Generation		Lead Generation		Sales Leads		
Increase web visits with content		Increase web driven by new leads visits by xx%		Increase web driven sales qualified leads by xx%		
Focus						
Channel	Landing	Behaviour	Commitment	Qualification	Contact	Sale
KPIs						
Impressions Views	Hits Sessions Visitors	Engaged Visits	Leads	MQLs	SQLs / Pipeline	Closed
Metrics						
Improved CTR CPC CPM	Visitor Type by Channel	BR, Avg. Session Duration, Pages / Session	Contact-us conversion	Email Deliverability % by Source	SALs by Source SALs conversion rate	Opps Generated Opps Influenced
Keyword Performance Improvement	ABM Visits	Non-gated content conversion	Gated content conversion	% open rate, click-through, unsubscribe rate by Source, title, industry, size	SQLs by Source SQLs conversion rate	Pipeline Contribution Increase %
Ad Group Performance Improvement	CPL Improvement	% planned journey	Call tracking	Avg. Score Change %	Activity Tracking Improvement	Closed Won / Lost Opportunities
Ad Performance Improvement		Site search terms	Newsletter or Sign-up for more content conversion	MQLs volume and conversion rate k by Source, title, industry, size	Improved SLA infraction	Revenue and ROI by channel

Getting started

Fed up just talking about the theory of KPIs? Let's turn the theory into a reality. Email info@velocitypartners.com or pick up the phone +44 (0)208 940 4099