Web/Digital Metrics Template

What am I measuring?

_____

Pages views, downloads, bounce-rate, form submissions, check-outs, etc

Why am I measuring it?

_____

Describe the underlying goal, KPI, hypothesis

Where am I measuring it?

_____

Website, web page, social network, app, etc

What is the current value?

☐ per day
☐ per week
☐ per month
☐ per visit
☐ during previous campaign

☐ _____
choose your own "for each" unit

What is the target value?

☐ per day
☐ per week
☐ per month
☐ per visit
☐ at end of campaign

☐ _____
choose your own "for each" unit

What are we doing to reach the target?

_____

Activities and actions that will affect the metric