The KPI Dictionary

Functional Area series

The Online Presence KPI Dictionary

180+ Key Performance Indicator definitions

eCommerce · Email Marketing · Online Advertising
Online Publishing-Weblogs · Search Engine Optimization · Web Analytics

THE KPI INSTITUTE

smartKPIs.com
The smart choice in performance management

ISBN 13: 978-1515155256
ISBN 10: 1515155250

This dictionary is the result of primary research conducted by The KPI Institute.

An appropriate citation for this dictionary is:
The Online Presence KPI Dictionary (2015): 180+ Key Performance Indicator Definitions, Melbourne, Australia

Indemnity statement
The KPI Institute has taken due care in preparing the analysis contained in this dictionary. However, noting that some of the data used for the analysis has been provided by third parties, The KPI Institute gives no warranty to the accuracy, reliability, fitness for purpose, or otherwise of the information. The KPI Institute shall have no liability for errors, omissions or inadequacies in the information contained herein or for interpretations thereof. The opinions expressed herein are subject to change without notice. For the latest version of the documentation, smartKPIs Premium should be consulted.

Published by:

The KPI Institute

The KPI Institute
Life.lab Building
198 Harbour Esplanade, Suite 606
Melbourne Docklands, VIC 3008, Australia

Telephone
Headquarters: +61 3 9028 2223
Middle East Division: +971 4 311 6556
European Division: +40 3 6942 6935
South East Asia Division: +60 3 2742 1357

E-mail: office@kpiinstitute.org

www.kpiinstitute.org | www.smartKPIs.com

Table of Contents

Introduction

Dictionaries have been around for centuries and their main function is to provide conceptual or linguistic definitions, along with information about the correct language usage. The earliest historical mention of a dictionary is from Babylon, in the 6th century BC. The Chinese had their first written dictionary in 100 AD, while Japanese history mentions its first dictionary in the 7th century AD. In Europe, the earliest dictionaries didn't contain definitions of words. Instead, they were bilingual dictionaries, meaning you could look up a French word and find its English equivalent, or vice versa. The first English alphabetical dictionary, called "A Table Alphabetical", was published in London, in 1604.

The Online Presence KPI Dictionary – 180+ Key Performance Indicator Definitions is a novelty in the field and distinguishes itself from the classical structure of a dictionary in that it shows the performance indicators grouped into 6 different functions of the online presence within an organization. The dictionary not only defines the indicators, but also contains an explicit presentation of their calculation formula.

The KPI Institute is the global authority on performance management through Key Performance Indicators (KPIs) research and education, providing through its publications and training courses insights on how to measure and learn with KPIs. It has developed the first KPI Management Framework and it operates several research programs dedicated to performance management, strategy, Balanced Scorecard and Key Performance Indicators. It manages smartKPIs.com, the result of a research program dedicated to documenting and cataloguing how KPIs are used in practice. It is an online portal containing the largest collection of well documented KPI examples, supported by a community of tens of thousands of members.

Over the last 10 years, The KPI Institute team has:

- Documented 7,000+ KPIs from 16 functional areas and 25 industries, with Premium Documentation;
- Reviewed 1,000+ performance reports from 125 countries;
- Referenced 30,000+ resources (books, articles, performance reports) as part of the documentation process;
- Developed over 150 KPI Dashboards and Balanced Scorecards;
- Delivered training courses in 25 countries based on 6 continents;
- Assisted over 28,000 organizations in finding solutions for their KPI needs;
- Trained over 3,400 participants from 40 countries on how to rigorously work with KPIs.

The main activities of The KPI Institute include:

Research - Focused on exploring all facets of performance, The KPI Institute performs research on 12 different practice domains: Strategy and Business Planning, Performance Measurement, Performance Improvement, Employee Performance, Balanced Scorecard System, Benchmarking, Data Analysis, Data Visualization, Innovation, Customer Service, Supplier Performance and Personal Performance. Driven by the belief that progress in management science emerges from practice, research programs provide valuable insights to develop tools, techniques and frameworks for professionals and organizations to achieve excellence in their industry.

Publications - The KPI Institute supports professionals and organizations by providing an extensive portfolio of publications, such as the Top 25 KPIs Reports collection, The KPI Compendium, The KPI Dictionaries, the Toolkit series, as well as annual quantitative and qualitative research studies for all of the above mentioned practice domains. Another dedicated publication, PERFORMANCE Magazine, an online magazine dedicated to performance related topics, provides daily articles of interest on all of the areas mentioned.

Education - The training offer includes certification programs, non-certification training courses and online trainings. Each of the 12 practice domains has its own certification program, which integrates both academic and practitioner perspectives. In this context, certification programs can have 2 levels, such as The KPI Certified Professional and The KPI Certified Practitioner Training Courses, which are accompanied by comprehensive packages of educational resources that support participants to apply the know-how within their organizations.

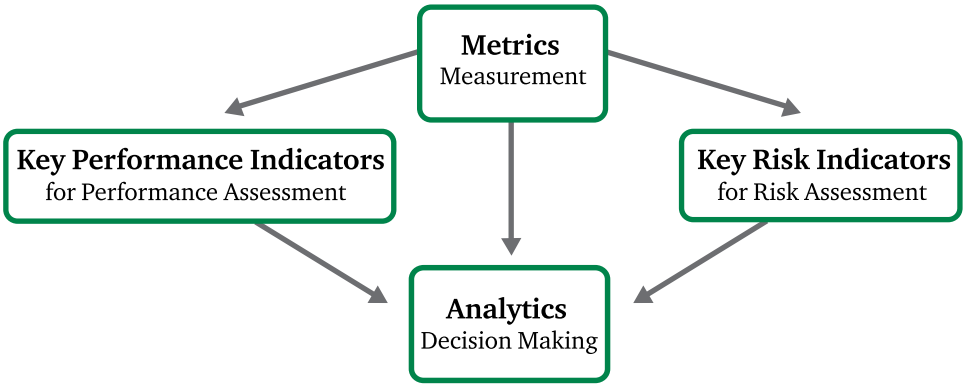
Advisory Services – By embedding its research outcomes, The KPI Institute offers high quality advisory services in all of its 12 practice domains. Besides providing valuable guidance, consultancy services are also focused on building the internal capabilities within organizations, through customized workshops and extensive resources offered.

Benchmarking – The KPI Institute's vast experience in exploring performance in a large variety of industries has enabled the company to develop its professional benchmarking and secondary research services. Benchmarking projects establish a performance baseline and enable the analysis of what lays behind a company's success, while gathering best practices to leverage their further growth.

About Key Performance Indicators (KPIs)

In many domains of human activity, the usage of tools is essential for achieving the desired results. Measurement and evaluation make no exception, being equipped with both conceptual and physical tools. Of the first category, at the core of any performance measurement and management system are the Key Performance Indicators (KPIs) used. They provide the important data that is monitored and reported within an organization, by using scorecards or dashboards.

In practice, the terminology used to express them is diverse. The most common expressions are: performance measures, performance indicators, metrics, key performance indicators or key result areas. Both academic and practitioner literature use these terms interchangeably, oftentimes even within the same organization. This can cause confusion among stakeholders, and it can also affect the way these tools are used in practice. Establishing a common terminology at organizational level brings everyone on the same page and facilitates a consistent approach to KPIs. To bring more clarity in working with KPIs, The KPI Institute recommends the following approach:



Metric – It has its roots in the word "metron," used in ancient Greece to reflect measurement. Metrics refer to something we can measure, a value, or a quantity. Examples of metrics are: # Air temperature, # Air quality, # Water depth, # Height, # Weight or # Employees. When metrics reflect the achievement of a desired state, they become Key Performance Indicators. Oftentimes, metrics represent the subordinated measures used for calculating a KPI.

Key Performance Indicator (KPI) – A measurable expression for the achievement of a desired level of results, in an area relevant to the evaluated entity's activity. KPIs make objectives quantifiable, providing visibility into the performance of individuals, teams, departments and organizations and enabling decision makers to take action in achieving the desired outcomes. Typically, KPIs are monitored and communicated through dashboards, scorecards and other forms of performance reports.

Key Risk Indicator (KRI) – A metric that provides an early warning regarding an increased risk exposure in a certain area of operations. For example, a high level of % Clients experiencing financial difficulties can indicate the risk of not being able to collect all debts and will negatively impact $ Write-off accounts. By monitoring KRIs, managers are able to take a proactive approach in risk management by preventing incidents or diminishing their impact, when they occur.

Analytics – Consists in a data analysis of KPI results, meant to determine trends and data patterns in order to provide valuable information for better decision making. Analytics offer a better understanding of how the business works, and the interdependencies between KPIs. Predictive analytics can provide valuable insights in regards to our customers' purchasing habits, the best time to launch a product, or how internal processes can be optimized.

In conclusion, everything we measure is a metric. If it reflects performance it becomes a KPI. If it reflects risk, it becomes a KRI. With all of these tools – metrics, KPIs and KRIs – we can do analytics to explore trends.

Key Performance Indicators Infographic

Terminology

KPI

Definition:
A measurable expression for the achievement of a desired level of results in an area relevant to the entity's activity.

SMART Objectives

SMART Objective =

- Objective → Increase customers base
- +KPI → % Market share
- +Target → 20%
- +Timeframe → By Financial Year End
- +Responsible → Sales Director

Increase customers base to reach 20% market share by FY end under Sales Director leadership

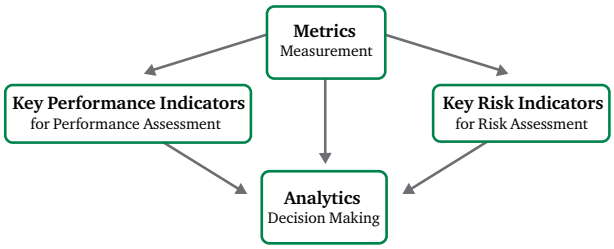
KPI naming standards
KPIs – start with symbols

- **Value of** $ Net profit — $
- **Number of** # Defects — #
- **Percentage of** % Budget variance — %

Value added by KPIs

- **Clarity**
  Paint a clear picture of strategy
- **Focus**
  Focus on what matters / requires attention
- **Improvement**
  Monitor progress towards the desired state

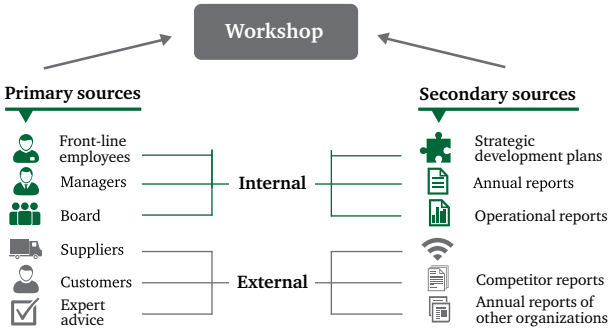
Metrics - KPIs - KRIs - Analytics



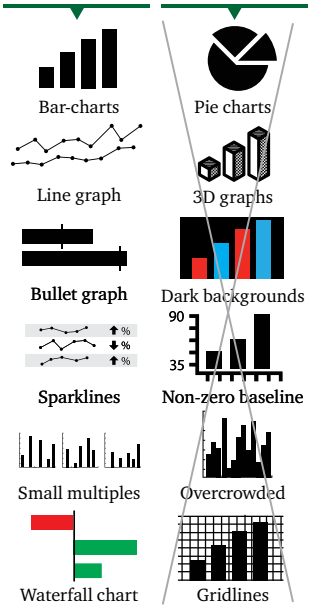
KPI selection criteria

- **Relevant**
  Aligned with organizational strategy; Significant for the specific domain of services
- **Clearly defined**
  KPIs should be described by using clear and intelligible terms. Avoid the use of management jargon
- **Balanced**
  Quality / Quantity; Efficiency / Effectiveness; Subjectivity / Objectivity

KPI selection workshop input



Data visualization



KPI selection technique: Value flow analysis

Objective: Continuously improve skills through learning experience

Input	Process	Output	Outcome
$ Training budget	# Training hours per employee	% Employees trained	% Staff meeting desired competency levels
# Training support staff	# Training courses organized	% Participant satisfaction with training experience	# Skill level

KPI documentation

Name % Hospital bed occupancy rate

Definition

Measures the percentage of beds in the hospital that are occupied by patients, from overall number of hospital beds.

Calculation

Subordinate measures used for calculation
A = # Hospital beds occupied B = # Hospital beds

Calculation formula	Formula type	Trend is good when
(A/B)*100	Rate	Within range

Target

Threshold example
Red: < 80% ; >95% Yellow: 80 - 85% ; 90 - 95% Green: 85 - 90%

Functional Areas

Accounting
% Billing accuracy
$ Cost of goods sold
% Client cash net revenue
% Invoices under query
# Days in accounts receivable

Compliance and Risk
$ Loss expectancy
% Operational risk
# Corporate governance index
# Frequency of inventory audit
# Turnaround time for audits

Customer Service
Speed of answer
Complaints received
Call handling time
% Complaints resolved
% Call abandon rate

Finance
Berry ratio
% Capital acquisition ratio
% Basic earning power ratio
# Labor multiplier
% Return on funds employed

HSSE
Lost time injury frequency rate
$ Energy consumption cost
# Hours of OHS training conducted
# Operational spills
# Lost workdays due to accidents

Human Resources
Employee engagement index
Time to fill a vacant position
% Employee turnover
% Employee satisfaction
# Training hours per FTE

Industries

Call Center
% Call setup success rate
% Agent utilization
% Call completion rate
% First call resolution rate
% Call drop rate

Customs
Arrival processing time
Entry clearance referrals
% Work permits issued
# Immigration refusals
% Hit rate on high risk cargoes

Education & Training
National examination score
% Attendance rate per course
# Students to professor ratio
% Drop-out rate
% Student satisfaction rate

Financial Institutions
Insurance underwriting time
Insurance claim processing time
% Cash collection rate
% Risk coverage ratio
# Liquidity ratio

Government - State/Federal
$ Gross National Product per capita
# Healthy life expectancy
% Unemployment rate
# Water scarcity index
% Health insurance coverage

KPIs... Naturally

Measurement as a human activity is not new. It emerged in early history as a mean for discovery and sense making. Archaeologists consider the first measurement tool used in human history to be the Lebombo bone, a baboon fibula containing 29 cut notches. Dated 35,000 BC, this tally stick was discovered in the Lebombo Mountains in Swaziland.

Evaluation, as a form of measurement, was used as early as the 3rd century AD, when emperors of the Wei Dynasty rated the performance of the official family members. The biased nature of individual performance evaluation was noticed by Chinese philosopher, Sin Yu, who reportedly criticized a rater employed by the Wei Dynasty with the following words: "The Imperial Rater of Nine Grade seldom rates men according to their merits, but always according to his likes and dislikes."

A major milestone in making the connection between measuring, as a human activity, and performance, was in 1494, when Luca Pacioli published, in Venice, 'Summa de arithmetica, geometrica, proportioni et proportionalita' ('Everything on arithmetic, geometry, proportions and proportionality'). It detailed a practice the Venetian sailors had in place to evaluate the performance of their sailing expeditions, which became the basis of the double-entry accounting system. In time, the subjective nature of individual performance evaluations and the dominance of financial indicators for evaluating enterprise performance became stepping stones for performance management in human activities. The industrial revolution added to this combination the "organization as a machine" metaphor that played a major role in driving improvements in efficiency and effectiveness. The result was an organizational performance management model based on mechanistic, command-and-control thinking, driven by subjective individual performance assessments, and financial indicators, and crowned by pay-for-performance arrangements.

Did it work?
To a certain extent, yes. Many organizations flourished and matured based on this model.

Does it have flaws?
Many. And while historical circumstances attenuated them in time, today's environment amplifies and exposes them at an accelerated rate.

Is there a better way?
Yes, but it is not simple. It requires a change at multiple levels, from the underlying philosophy of performance, to mentalities and processes. This is not easy. Over time, the use of Key Performance Indicators (KPIs) became synonym to performance measurement and management. KPIs are the link between the old and the new in performance management. Their use, however, is much richer and rewarding in an environment based on organic performance architecture principles:

Organizations are echo-systems in their own right. They vary in terms of maturity and the environment in which they operate. As such, their use of performance management systems should reflect their own "personality". You can try to build an igloo in Sahara, but it won't be sustainable. The performance architecture of each organization needs to be unique and to reflect its internal and external environment.

Systems thinking provides a much richer context for understanding and improving performance. Command-and-control worked for the army, over time, for increasing productivity of unskilled workers during the industrial revolution, and for managing large organizations (such as the public service). Today, knowledge workers form the majority of the workforce in developed economies operate in a much more interconnected environment and have to make decisions at an accelerated pace. Understanding the systems in which we operate, analyzing flow, and learning based on data become ever more important today and complement the traditional simplistic managerial approach of executing orders from above.

KPIs should be used primarily for learning. The role of KPIs should be the one of providing the required information to assist in navigating towards desired results. The same principle is used by ants, who leave pheromone trails to assist each other in navigating towards the food source. Similarly, the nerve impulses travel through the different points of the nervous system, transmitting information. KPIs results should travel through the organization, facilitating communication, providing a base for analysis / synthesis and, ultimately, decision making across all levels of the organization.

Data accuracy in human administration is an elusive desideratum. Neils Bohr once said: "Accuracy and clarity of statement are mutually exclusive." Accuracy is a challenge in exact sciences and even more so in human administration. Striving to obtain any KPI data is a challenge in itself for many organizations, and data accuracy is an even bigger task. The use of KPIs should acknowledge this aspect and be oriented towards making the most out of existent data, oftentimes by using variance intervals. This approach is used by the human body. If the temperature drops under a safe limit, we shiver. If the temperature increases, we sweat. Both are performance improvement initiatives of the body, aimed to regulate its temperature back to safe limits. The KPI here is the temperature. While it is not a constant, its trend is good when within certain safe limits.

The use of KPIs for rewards and punishment should be limited and driven by self-assessment. Purposeful oriented behavior is a characteristic of living organisms. For humans and many other species, this behavior is amplified by rewards and punishment. Along with this amplification, risks are amplified too. Gaming of results, lack of cooperation, decreased morale, and work accidents are some of the undesired consequences. On the other hand, the majority of nerve impulses in the human body transmit general information. Only in particular situations pleasure or pain is signaled. Similarly, the use of KPIs for rewards and punishment should be the exception to the rule, rather than the norm.

Embedding KPIs in organizations through visualization and communication of KPIs results is the key to maximizing their value added. Variations in the KPIs used by the human body are felt by our senses, as their impact is sensory rich. Similarly, KPIs used in an organizational context should be embedded in everyday use and be a part of the working experience. The most important aspect of communicating KPI results is their visual representation. This is key, both in terms of optimizing the layout of the data representation, and the presence of visual displays in the working environment. The range of media is diverse today: posters, whiteboards, banners, LED and LCD monitors should be combined to bring results to life across the organization. KPI results should not be restricted to paper reports and computer screens anymore.

New philosophy of performance, driven by self-assessment and purposeful achievement as a mean to happiness. While happiness bears different meanings to many, a common expression of this feeling is the result of the purposeful achievement of a desiderate. Achieving something we want, while shared with others, is about us and it reverberates strongly in our inner self. Transposing this powerful catalyst of performance in both our personal, and our organizational lives is facilitated by a new paradigm: Happiness is driven by achievement. Achievement is an expression of performance. If we want to be in control of our happiness, we should be in control of our performance. Self-assessment of performance results is not easy. However, if more emphasis is placed on building this capability in each employee, organizations can benefit by creating a rewarding environment conducive to happiness. In this environment, managers can focus on understanding and improving the working system, while employees can focus on self-assessment of the results' achievement, learning and communicating. Purposeful achievement of results in a well-structured working system would bring both individuals and organizations much closer to happiness and fulfilment, as opposed to the payment of bonuses practice in the current command-and-control driven dominant paradigm.

KPIs are here to stay. The question we have to answer is how do we want to use them: mechanistically or naturally?

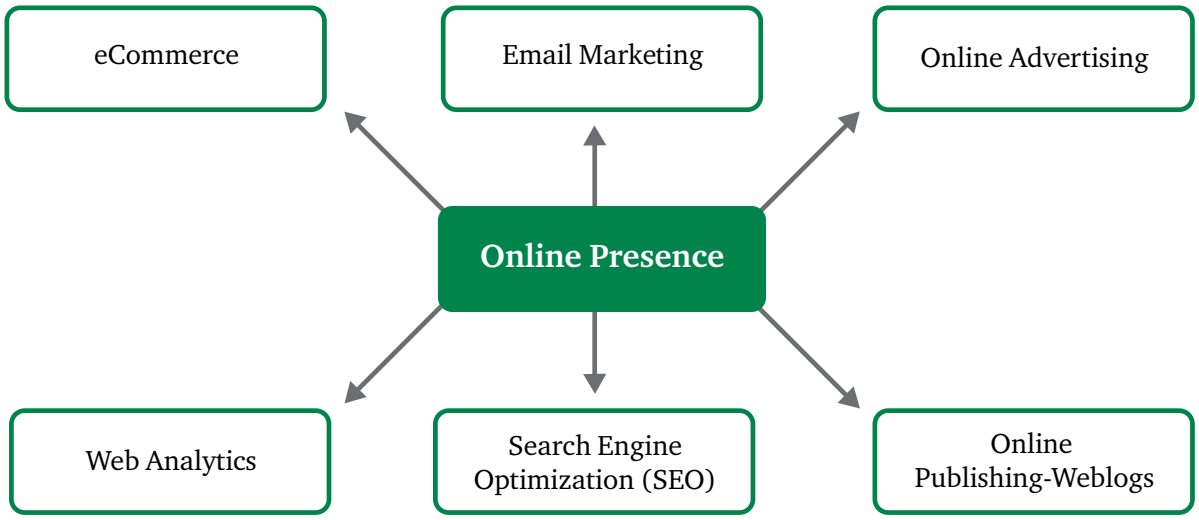
Aurel Brudan
Chief Executive Officer
The KPI Institute

Insights into Online Presence

The online business world is an ever changing, aggressive environment. Nowadays, online presence does not resume at owning a website, it also entails competing to attract and convince users to stay longer on the online platform. In light of recent high-tech developments, there are almost no limits in devising and improving an online strategy. Internet usage is no longer defined by the access provided to websites, but rather by the level of interactivity made available within the website. Companies worldwide constantly battle to engage customers in the online experience provided by their websites. A high level of customer engagement elevates the probability for conversion, increases the number of returning visitors, turns word of mouth into customer advocacy, and ensures regular website traffic.

The World Wide Web has practically become a battlefield for high quality traffic. Satisfied users are ultimately the outcome of high performing company websites enacting clearly defined online strategies. Using Search Engine Optimization (SEO) techniques to generate traffic and high rankings in search engines has been one of the leading online strategies practiced by companies, regardless of size or industry. However, recent trends indicate that online performance measurement by guidance of Search Engine Optimization has its limitations. The much more sophisticated strategy of Online Audience Optimization (OAO) focuses on the achievement of online performance by means of high quality content and web wide consistency.

Selecting the Key Performance Indicators to adequately measure Online Presence may prove to be a process that requires in-depth analysis and company strategy understanding. The large variety of Key Performance Indicators which relate to this domain force companies to deploy a rigorous KPI selection exercise for each strategic objective.

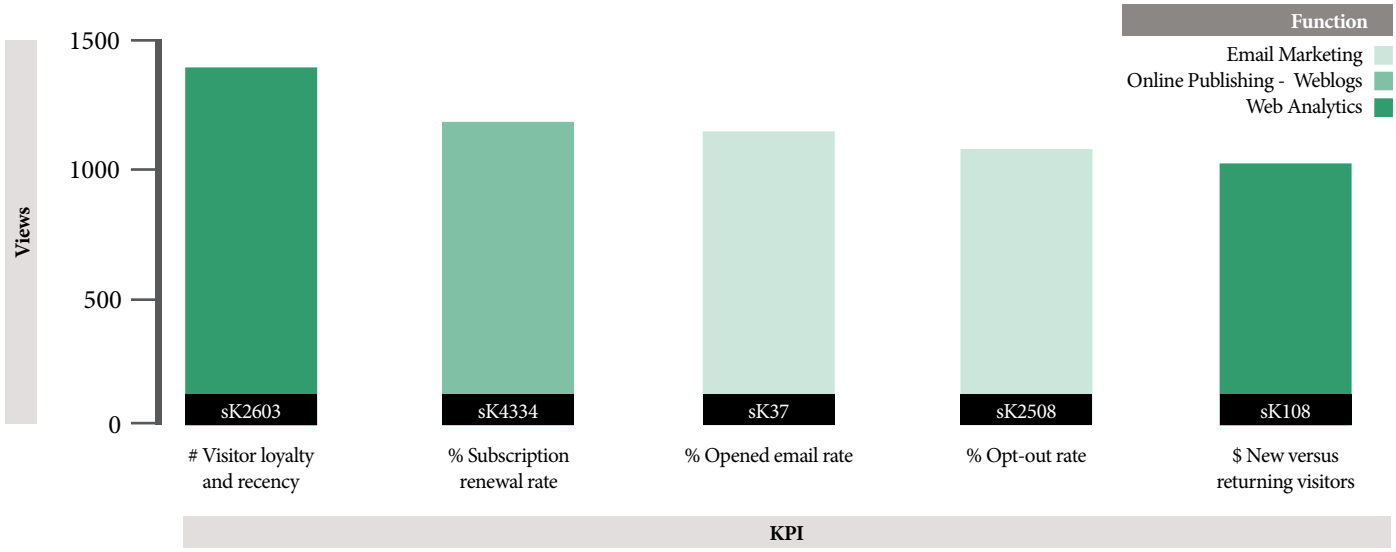


Given the variety of perspectives available for online presence, a different set of KPIs is identified for several of its functions. The 6 functions hereby presented cover the most prominent facets of online presence.

- **eCommerce KPIs** focus on the trading intensity of products and services by means of electronic technologies and automated data collection systems.
- **Email Marketing KPIs** capitalize on the value of commercial messaging through the use of email.
- **Online Advertising KPIs** provides an overview on the efficiency of online advertising campaigns and other related initiatives.
- **Online Publishing-Weblogs KPIs** focus on efficient management of personal and professional publication websites.
- **Search Engine Optimization KPIs** reflect on the process of effectively building the visibility of a website, so as to increase its ranking within search results.
- **Web Analytics KPIs** aid the collection, measurement and analysis of web data for the purpose of optimizing website usage.

Most Popular Online Presence Key Performance Indicators

The top 5 most popular Online Presence KPIs was built based on the views of our smartKPIs.com community members for each KPI. In 2015, the ranking was as follows:



The most utilized KPIs in the Online Presence area pertain to the following sub-categories: "E-mail Marketing", "Online Publishing - Weblogs", "Web Analytics". The views of professionals reveal an increased interest in Web Analytics.

Visitors' engagement mechanics are closely monitored through # Visitor loyalty and recency and % New versus returning visitors. This outlines the emerging online trend of implementing strategies that optimize loyal and reoccurring audiences. % Bounce rate and # Time on site are usually two of the most significant KPIs used in balancing audience engagement.

The tendency to not only continuously build on audience, but also to encourage visitors' participation, is reflected in the increased monetarization of the % Subscription renewal rate. This is a common KPI monitored by Online Publishing and Weblog practitioners in order to provide an indication on visitors' satisfaction with the services received. Maintaining a high level of subscription renewal yields cost effectiveness, and offers a necessary input on consumer behavior.

The email Marketing function is represented in the top 5 most popular KPIs through % Opened e-mail rate and % Opt-out rate indicating the level of interest customers foster in the online information and services offered by the organization. If data for these indicators is collected and benchmarked periodically, they can diagnose issues within company e-mail programs and marketing campaigns.

Online Presence Taxonomy

# KPIs	Subcategory
54	Web Analytics
15	Search Engine Optimization
18	Online-Publishing-Weblogs

# KPIs	Subcategory
33	Online-Advertising
23	E-mail Marketing
42	E-commerce

How to use this book

The Online Presence KPI Dictionary is an effective tool in the process of understanding, selecting and working with KPIs. The booklet contains definitions and calculation formulas for 185 KPIs practiced in the Online Presence area.

Online Presence professionals, practitioners, consultants, researchers, managers and academics can now build their own database, encompassing the most important elements of Online Presence key performance indicators: definitions and formulas. The Online Presence KPI Dictionary supersedes dozens of publications in the search for KPIs, bringing the most relevant information in one single book.

The Online Presence KPI Dictionary is easy to use, as the KPIs are clustered on a sub-category basis and sorted in alphabetical order. Furthermore, each indicator contains the following sections:

NAME

Each KPI name is preceded by a symbol. There are three symbols used depending on the KPI's measurement unit:

- **$** - value of: $ Revenue per unique visitor
- **#** - number of: # Website visits
- **%** - percentage of: % Bounce rate

% Newsletter unsubscribe rate

Measures how many of the newsletter subscribers canceled their subscription during the reporting period.

A = # Newsletter subscribers at the end of the reporting period
B = # Newsletter subscribers at the beginning of the reporting period

[(A-B)/B]*100

sK1718

DEFINITION

Succinct description of the indicator, providing more details in regards to what the KPI is measuring.

It also supports a better understanding of how to calculate the KPI.

% Newsletter unsubscribe rate

Measures how many of the newsletter subscribers canceled their subscription during the reporting period.

A = # Newsletter subscribers at the end of the reporting period
B = # Newsletter subscribers at the beginning of the reporting period

[(A-B)/B]*100

sK1718

SUB-METRICS

Metrics used in calculating the KPI.

In some cases, the KPI may not need any other metrics for calculation and this section will coincide with the KPI's name

% Newsletter unsubscribe rate

Measures how many of the newsletter subscribers canceled their subscription during the reporting period.

A = # Newsletter subscribers at the end of the reporting period
B = # Newsletter subscribers at the beginning of the reporting period

[(A-B)/B]*100

sK1718

CALCULATION FORMULA

Expresses the mathematical formula to compute the KPI. The calculation formula is expressed in six different forms, depending on the specifics of each KPI:

- A - *count*
- (A/B)* 100 - *rate*
- A/B - *ratio*
- (A1 + A2 +…+An)/n - *average*
- Index - *aggregates more items in one score*
- Survey - *data is gathered through a survey*

% Newsletter unsubscribe rate

Measures how many of the newsletter subscribers canceled their subscription during the reporting period.

A = # Newsletter subscribers at the end of the reporting period
B = # Newsletter subscribers at the beginning of the reporting period

[(A-B)/B]*100 sK1718

ID CODE

Indicates the unique numerical reference assigned to each KPI on smartKPIs.com.

This code can be used to search more details about the KPI on *http://www.smartkpis.com/kpi/browse-kpis/*

% Newsletter unsubscribe rate

Measures how many of the newsletter subscribers canceled their subscription during the reporting period.

A = # Newsletter subscribers at the end of the reporting period
B = # Newsletter subscribers at the beginning of the reporting period

[(A-B)/B]*100 sK1718

The Online Presence KPI Dictionary can be used in the early stages of implementing a performance management framework, in the process of selecting and documenting KPIs, but also to improve an existing performance measurement system. Discover how you can get the best out of this Dictionary and benefit from a unique, integrated resource that will assist you in improving the performance of your online presence!

Be a part of the KPIs' world!

Online Presence ▸ eCommerce

Online Presence / eCommerce cumulates all the activities that draw internet traffic to an organization and its online professional brand. This category combines Email Marketing, Online Advertising, Online Publishing - Weblogs, Search Engine Optimization (SEO) and Web Analytics to ensure an organization's visibility and recognition on the World Wide Web.

eCommerce refers to all electronic commercial activities: sales or purchases made on online-based stores and completed through the use of electronic means. There are two kinds of e-Commerce: direct and indirect. The former involves the acquisition of a variety of downloadable products (music, photos, videos, software, e-books, pod-casts, e-newsletters, documents). Indirect e-commerce is the process of electronic ordering of both tangible and intangible products (e.g. online securities transactions, financial service etc.). Other aspects concerning e-commerce refer to the subscriptions required from an internet service provider (ISP) or an online service provider (OSP) and the use of their services, electronic data interchange (EDI), all credit and debit card virtual activities and electronic fund transfers (EFT). Dedicated KPIs refer to process efficiency, customer's satisfaction and the means through which e-Commerce is performed.

% Browser session product page

Measures the percentage of sessions spent by visitors on site during which at least one product page was viewed, out of the total number of visitor sessions on site.

A = # Session on site during which at least one product page was viewed
B = # Sessions on site

(A/B)*100

sK2511

% Cart completion rate

Measures the percentage of users who complete the shopping cart step of the purchasing process and proceed to checkout, from the total number of users who start adding items in the shopping cart.

A = # Users who finish the shopping cart process by proceeding with the checkout stage
B = # Users who start a shopping cart

(A/B)*100

sK2560

Channel specific products and services

Measures the number of products and services that are specific to the online business who developed them.

A = # Specific products and services for the online business

A

sK2538

% Checkout completion rate

Measures the percentage of users who complete the shopping cart checkout process, out of the total number of users who start the process.

A = # Users who complete the checkout process
B = # Users who start the checkout process

(A/B)*100

sK2551

% Checkout start rate

Measures the percentage of users who start a checkout process for an item or several items added in the shopping cart, by usually clicking the checkout button, out of the total number of users who visit the site.

A = # Users who start the checkout process
B = # Users who visit the site

(A/B)*100

sK2558

$ Cost per order (CPO)

Measures the advertising cost per one order generated.

A = $ Advertising cost
B = # Orders generated

A/B

sK1431

% Customer cost savings achieved

Measures the amount of cost savings, expressed in percentage, achieved by customers using online purchasing services, relative to the cost incurred by a Nrmal (brick and mortar) purchase of the same products.

A = $ Brick and mortar (Nrmal) purchases cost
B = $ Online purchases cost

(A-B)/A*100

sK2575

% Customer transactions via the Internet

Measures the percentage of customer transactions made via Internet, out of the total number of customer transactions completed.

A = # Customer transactions via Internet
B = # Customer transactions completed

(A/B)*100

sK6425

Days to purchase

Measures the average number of days from a customer first visiting the web site to completing a purchase.

Ai = # Days between first visit and purchase for visitor 'i', where i=1 to n
n = # Visitors who made a purchase

(A1+A2+...+An)/n

sK2591

Frequency of sales transactions

Measures the average number of sales registered by the online store in a certain period, usually per hour or day.

Ai = # Transactions summed for hour or day 'i', where i=1 to n
n = # Hours or days

(A1+A2+...+An)/n

sK2556

% Level of stock-outs

Measures the percentage of the items / products displayed on the site that are N longer available, out of the total number of items / products displayed on the site.

A = # Products displayed on the site that are N longer available
B = # Products displayed

(A/B)*100

sK2537

New customer on first visit ratio

Measures the likelihood of a new visitor to become a new customer, on his first visit on the website.

A = # Transactions from new visitors in a given time
B = # Visits from new visitors

A/B

sK434

% New customers on site

Measures the rate at which the website acquires new customers in a given time period.

A = # New customers acquired in a given time period
B = # Customers in a given time period

(A/B)*100

sK2503

New features added to the site

Measures the number of new features that were added to the site during the reporting period.

A = # New features added to the site

A

sK2579

% On site search conversion

Measures the percentage of visitors who placed an order after using on-site search capabilities, out of the total number of visitors who used on-site search capabilities.

A = # Visitors who placed an order after using on-site search capabilities
B = # Visitors who used on-site search capabilities

(A/B)*100

sK2555

% Order session

Measures the percentage of sessions on the site during which an order wad completed, out of the total number of sessions spent by visitors on the site.

A = # Sessions during which orders were completed
B = # Sessions

(A/B)*100

sK2553

$ Order value (OV)

Measures the average value of orders over a period of time.

A = $ Revenue generated
B = # Orders taken

A/B

sk78

$ Per visit value

Measures the average value brought to the site by a visit. Value here is based on both direct revenue from purchases as well as indirect revenue from advertising and other sources (i.e. Ad Sense revenue).

A = $ Revenue generated from the site visits (direct revenue from purchases as well as indirect revenue from advertising and other sources)
B = # Visits

A/B

sK2548

Problems with customer order processing

Measures the number of problems recorded by the e-commerce company with the customer order processing.

A = # Problems with customer order processing

A

sK2549

Product views per session

Measures the average number of products viewed per session by site visitors.

Ai = # Products viewed by visitor 'i', where i=1 to n
n = # Sessions

(A1+A2+...+An)/n

sK2517

% Returning costumers on the site

Measures the percentage of customers that make repeat purchases from the site, out of the total number of customers.

A = # Online customers that make repeat purchases
B = # Online customers

(A/B)*100

sK2502

Revenue from first time customers to repeated customers

Measures the ratio between the revenue generated from new customers and the revenue generated from repeated customers.

A = $ Revenue from new customers
B = $ Revenue from repeated customers

A/B

sK2495

% Revenue from first time online customers

Measures the percentage of revenue generated from first time customers, out of the total revenue generated by the website customers.

A = $ Revenue generated from first time online customers
B = $ Revenue generated from all online customers orders

(A/B)*100

sK2490

% Revenue from new visitors

Measures the percentage of revenue due to new visitors, out of the total amount of revenue generated by visitors on the website.

A = $ Revenue from new visitors
B = $ Revenue from visitors

(A/B)*100

sK435

% Revenue from repeat online customers

Measures the revenue level generated from repeat online customers, out of the total revenue generated by the website customers.

A = $ Revenue from repeat online customers
B = $ Revenue from all online customers

(A/B)*100

sK2529

$ Revenue per unique customer

Measures the average income generated by customers who made an initial purchase from the website.

Ai = # Revenue from unique customer 'i' (counted only once, for the initial purchase), where i=1 to n
n = # Unique customers

(A1+A2+...+An)/n

sK2733

$ Revenue per visit

Measures the amount of money earned on average from each website visit.

A = $ Revenue
B = # Visits

A/B

sK2547

$ Revenue per visitor

Measures the revenue generated per website visitor.

Ai = $ Revenue generated by site visitor 'i', where i=1 to n
n = # Visitors

(A1+A2+...+An)/n

sK2542

% Shipping errors rate

Measures the percentage of order that were incorrectly shipped, out of the total number of orders processed.

A = # Orders incorrectly shipped
B = # Orders completed / processed

(A/B)*100

sK2522

% Shopping cart abandonment rate

Measures the percentage of shoppers who abandoned their shopping cart before the purchase was completed, out of the total number of shoppers who initiated a shopping cart, by adding one product in their cart.

A = # Shoppers who abandoned the shopping cart
B = # Shoppers who initiated a shopping cart, by adding at least one product in the cart

(A/B)*100

sK2554

% Shopping cart conversion rate

Measures the percentage of site visitors who placed an order, out of the total number of visitors who initiated a shopping cart.

A = # Visitors who placed an order
B = # Visitors who initiated a shopping cart

(A/B)*100

sK2492

% Shopping cart session

Measures the percentage of sessions in which visitors added items to their shopping cart, out of the total number of sessions spent on the site.

A = # Sessions in which items were added to the shopping cart by visitors
B = # Sessions spent on the site

(A/B)*100

sK2491

% Shopping cart start rate

Measures the percentage of users who start a shopping cart process by adding at least one item to their shopping cart, out of the total number of users who visit the site.

A = # Users who start a shopping cart
B = # Users who visit the site

(A/B)*100

sK2504

Shopping cart transactions completed

Measures the number of completed shopping cart transactions the site generates during the reporting period.

A = # Shopping cart transactions completed

A

sK2638

Shopping carts abandoned

Measures the number of shopping carts initiated by the users visiting the website, by adding at least one item in the cart, and abandoned afterwards, before finalizing the payment process.

A = # Shopping carts abandoned

A

sK2469

Shopping carts started

Measures the number of shopping carts initiated by the users who visited the site, by adding at least one item in their cart.

A = # Shopping carts initiated

A

sK2521

Shopping session length

Measures the average shopping session time spent by the visitors who complete an order on the site.

Ai = # Length of shopping session 'i', where i=1 to n
n = # Shopping sessions during which an order is placed

(A1+A2+...+An)/n

sK2519

Unique online buyers

Measures the number of unique online buyers from the website during the reporting period.

A = # Unique online buyers

A

sK2475

Unique purchases

Measures the number of unique products which were purchased during online transactions in the reporting period.

A = # Unique purchases

A

sK2564

Visits prior to conversion

Measures the average number of visits between the first interaction with a website and a purchase.

Ai = # Visits between first site interaction and purchase for visitor 'i', where i=1 to n
n = # Visitors who made a purchase

(A1+A2+...+An)/n

sK2589

Visits to purchase

Measures the number of visits a client makes on the website, before he completes the purchase.

A = # Visits per visitor in a given time
B = # Purchases in the same period

A/B

sK79

Online Presence ▸ E-mail Marketing

E-mail Marketing is a form of direct marketing which uses electronic mail to promote a brand or product to either prospective or current customers. KPIs for e-mail marketing refer to the frequency of e-mails, their types, impact, purpose and employed techniques.

% Abuse complaint rate

Measures the percentage of emails sent during the email marketing campaign that are classified by the recipients as spam, out of the total emails sent during the marketing campaign.

A = # Emails classified by the recipients as spam
B = # Emails sent during the marketing campaign

(A/B)*100

sK2514

Auto-response emails to customer inquiries

Measures the number of automatic reply emails to customer inquiries, in order to immediately provide information to prospective customers. Auto-response emails refer to confirmation to messages received, subscriptions or unsubscriptions.

A = # Auto-response emails to customer inquiries

A

sK3221

% Bounce email rate

Measures the percentage of email addresses that fail to receive the emails sent or receive them at a later date, from the total number of email messages sent during the e-marketing campaign.

A = # Emails that did not reach their receiver
B = # Emails sent

(A/B)*100

sK2507

% Click to open rate (CTOR)

Measures the unique number of times a link is clicked in an email message, reported to the unique number of confirmed opens for that email.

A = # Unique clicks on a link in the email
B = # Unique email opens

(A/B)*100

sK3226

$ Cost per email message

Measures the average cost per email message sent during an email marketing campaign.

Ai = $ Cost per email message 'i' sent, where i=1 to n
n = # Sent emails

(A1+A2+…+An)/n

sK1272

% Email conversion rate

Measures the percentage of recipients of an email who take the action desired by the marketer, such as purchasing a product and providing information.

A = # Recipients of an email who take the marketer's desired action
B = # Recipients

(A/B)*100

sK3230

% Email deliverability rate

Measures the percentage of the emails sent during the email marketing campaign that actually reached the inbox of the targeted recipients.

A = # Emails sent
B = # Bounced emails

(A-B)/A*100

sK2516

% Email list hurdle rate

Measures the loss rate from the email list the company has to overcome, in order to grow the list.

A = # Lost subscribers
B = # Current subscribers in the list

(A/B)*100

sK3179

Email list size

Measures the number of names and corresponding email addresses available for email marketing campaigns.

A = # Names and corresponding email addresses available in a email list

A

sK3210

Email referrals through forwarded email messages

Measures the number of email messages sent as part of an email shot, that have been forwarded by recipients.

A = # Email referrals through forwarded email messages

A

sK3177

% Email response rate

Measures the percentage of desired responses to the actions promoted in the email marketing campaign, from the total number of email marketing messages delivered.

A = # Actions taken (desired responses)
B = # Email messages delivered

(A/B)*100

sK2506

Email tests conducted per email marketing campaign

Measures the number of email tests that were conducted for the email marketing campaign. Tests can include previews of emails, checks on mobile devices and landing page, tests on email design and spam.

A = # Email tests conducted
B = # Email marketing campaigns

A/B

sK3228

% Invalid email addresses

Measures the percentage of recipients that did not receive an email because of an invalid user for domain or an invalid domain name of the email address, from the total number of recipients targeted during the email marketing campaign.

A = # Recipients with invalid email address
B = # Recipients targeted during the marketing campaign

(A/B)*100

sK2513

% Newsletter click through rate

Measures the percentage of the recipients or newsletter subscribers that click on a link in the email newsletter, from the total number of subscribers to the newsletter.

A = # Subscribers that click on a link in the email newsletter
B = # Subscribers to the newsletter

(A/B)*100

sK2520

Newsletter sign-ups

Measures the number of subscriptions to the newsletter.

A = # Newsletter sign-ups

A

sK1716

% Opened email rate

Measures the percentage of emails confirmed as having been opened by the recipient, from the total number of emails sent, as part of an email marketing campaign.

A = # Emails opened
B = # Emails sent in the e-marketing campaign

(A/B)*100

sK2505

% Opt-in rate

Measures the percentage of recipients that are opting in or subscribing in a mailing list for receiving further ads or information, from the total number of recipients who were targeted during the e-marketing campaign.

A = # Recipients who choose to subscribe in the mailing list
B = # Recipients who received an opt-in email

(A/B)*100

sK2509

% Opt-out rate

Measures the percentage of recipients requesting to be removed from the e-marketing mailing list, from the total number of recipients who were targeted during the e-marketing campaign.

A = # Recipients who choose to unsubscribe from the mailing list
B = # Recipients on the mailing list

(A/B)*100

sK2508

$ Order size per email

Measures the average value of products or services that are ordered by email recipients per email sent.

A = $ Orders
B = # Emails sent

A/B

sK3222

Orders per email

Measures the number of orders generated on a per email basis.

A = # Orders received
B = # Emails sent

A/B

sK3224

% Out of office replies received

Measures the percentage of 'out of office' automatic replies received, from the total number of recipients targeted by the email marketing campaign.

A = # Out of office automatic responses received
B = # Emails sent during the email marketing campaign

(A/B)*100

sK2512

Personalization errors in emails

Measures the number of personalization errors occurred in the emails that have been sent. Personalization refers to adapting a standardized email to an individual customer's interest.

A = # Personalization errors in emails

A

sK3227

% Soft bounced email rate

Measures the percentage of emails that cannot be delivered to the recipient due to a temporary problem, from the total number of emails sent during the email marketing campaign.

A = # Emails that couldn't be delivered due to a temporary problem
B = # Emails sent during the email marketing campaign

(A/B)*100

sK2515

Online Advertising s a form of promotion that uses internet in order to inform, communicate and persuade the message receiver to become a customer of a product or service. KPIs refer to advertising costs, frequency, outcomes and efficiency of the means used.

Ad units per visit

Measures the number of ad units served in average for every visitor who entered the site during the reporting period.

A = # Ads served
B = # Site visitors

A/B

sK2471

Ads clicked per visit

Measures the average number of ads clicked per visit by a site visitor during the reporting period.

Ai = # Ads clicked per visit 'i', where i=1 to n
n = # Visits on site

(A1+A2+...+An)/n

sK2485

Ads served

Measures the number of generating revenue ads, such as banners, video ads or other media types, served on the website during the reporting period.

A = # Revenue generating ads served

A

sK2472

% Advertising response rates

Measures the percentage of desired actions undertaken by website visitors after clicking on advertisements, out of the total number of visitors who clicked on them. Such actions may refer to a purchase, a donation or registration on website.

A = # Desired actions undertaken after clicking on ads
B = # Clicks on advertisement

(A/B)*100

sK2470

% Animated overlays click through rates

Measures how often website visitors click on animated video ads overlays.

A = # Website visitors that click on an animated video ad overlay
B = # Website visitors that viewed video ads with overlays

(A/B)*100

sK2488

Catalog requests generated by an online advertisement

Measures the number of catalogue requests that are brought by online advertisements.

A = # Catalogue requests generated by an online advertisement

A

sK3265

% Click through rates from overlay initiated video ads to advertiser websites

Measures the percentage of user clicks that come from opened video ads overlays to advertiser websites, out of the total number of website visitors who view displayed video ads with overlays.

A = # Website visitors that click on a video ad overlay on the advertiser website
B = # Website visitors that view video ads with overlays

(A/B)*100

sK2489

% Click through ratio (CTR)

Measures how often website visitors click on site ads.

A = # Website visitors that click on an advertisement
B = # Website visitors that visit the site and view the ads

(A/B)*100

sK2484

% Close-out rates for overlays

Measures the percentage of video ads overlays that are closed-out, from the total number of video ads with overlays viewed.

A = # Video ads overlays closed-out
B = # Video ads with overlays viewed

(A/B)*100

sK2534

% Completion rate for overlay initiated video ads

Measures the percentage of initiated overlay video ads that are watched until the end, out of the total number of overlay video ads opened for view.

A = # Initiated overlay video ads that are completed
B = # Initiated overlay video ads

(A/B)*100

sK2535

$ Cost per action (CPA)

Measures the amount of money paid by the advertiser for each conversion, such as a download, a purchase or a subscription that it is directly linked to the online advertisement.

A = $ Payments for advertising conversions
B = # Conversions

A/B

sK2499

$ Cost per click (CPC)

Measures the average amount of money paid for every click recorded for the site sponsored ad.

A = $ Cost of clicks on the sponsored ad
B = # Clicks

A/B

sK2498

$ Cost per revenue (CPR) of online advertising

Measures how much it costs an online advertiser to generate a dollar of revenue from a particular online site or channel.

A = $ Cost of the online advertisement
B = $ Revenue generated by the online advertisement

A/B

sK3240

Customer events of online advertisements

Measures the number of customers events occurred. Customer events refer to virtually any action, other than desired, that users may take on a rich media advertisement (i.e. screens of copy within the ad viewed, ad content printed and form fields completed).

A = # Customer events of online advertisements

A

sK3261

Customer touch points of an online advertisement

Measures the number of touch points that an online advertisement has with customers. A touch point is any instance when a client or potential client comes into contact with the company.

A = # Customer touch points of an online advertisement

A

sK3241

$ Effective cost per mile (eCPM)

Indicates a hybrid cost calculated when cost per mille (CPM) and cost per click (CPC) based advertisements enter the same auction.

A = $ Cost per click
B = % Click through rate

A *B*1000

sK2497

Expansion rate of expandable advertisements

Measures the rate of expandable ads at which the viewer exposed to the ads cause them to expand. Expansions are counted when a user expands an advertisement by mousing over or clicking it.

A = # Rich media advertisement expansion
B = # Rich media advertisement impressions

A/B

sK3252

% Impression rate

Measures the percentage of times an ad is clicked, out of the total number of times it is showed on the search engine sponsored ad list during relevant hits.

A = # Times an ad is clicked
B = # Times an ad is showed during relevant hits

(A/B)*100

sK2493

% Interaction rate (IR)

Measures the number of times people interact with the ad (unduplicated mouseovers) divided by its impressions (the number of times the ad is shown).

A = # Unduplicated mouseovers
B = # Ad impressions

A/B

sK3235

Interaction time per online advertisement

Measures the average amount of time, in seconds, that each visitor spends interacting with an online advertisement.

A = # Online advertisement interaction time
B = # Interactive impressions

A/B

sK3249

$ Lead generation advertising

Measures the amount of investment put into lead generation. Lead generation advertising refers to a form of online advertising where publishers are paying fees for referring qualified purchase inquiries or specified consumer information.

A = $ Lead generation advertising

A

sK3263

% Online ad abandonment rate

Measures the percentage of advertisement viewers that start down the funnel but do not complete it. Abandonment refers to drop-offs between stages in a process, such as going to a form page and filling out the form.

A = # Visitors who dropped off the process
B = # Visitors who initiated an ad response process

(A/B)*100

sK3266

Online advertisement display time

Measures how long, on average, the online advertisement was displayed on the web page.

A = # Advertisement exposure time
B = # Advertisements

A/B

sK3250

$ Online advertising revenue

Measures the amount of money earned by a website from online advertising activities.

A = $ Online advertising revenue

A

sK2546

Power ratio of online advertising

Measures the ratio between the market share and the audience share.

A = % Advertising market share
B = % Audience share

A/B

sK3239

Requests for information generated by online advertisements

Measures the number of requests for information that are brought by online advertisements.

A = # Requests for information generated by online advertisements

A

sK3247

Rich media manual closures

Measures the number of times that a user manually closes a Floating, Expanding, Desktop Application/IM Expand, or In-Page with Floating ad.

A = # Rich media manual closes

A

sK3272

% Standard overlays click through rate

Measures how often users click on video ads standard overlays.

A = # Users that click on a video ad standard overlay
B = # Users that view video ads with overlays

(A/B)*100

sK2487

% Video ads expense rate

Measures the percentage of money spent on video ads, out of the total amount of money spent on online advertising.

A = $ Expenses on video ads
B = $ Expenses on online advertising

(A/B)*100

sK2473

% Video ads overlay click through rate

Measures how often website visitors click on video ads overlay.

A = # Website visitors that click on a video ad overlay
B = # Website visitors that view video ads with overlays

(A/B)*100

sK2486

% Video advertisements completion rate

Measures the percentage of video advertisements that were viewed in full, out of total views of the ad.

A = # Videos played until the end
B = # Views of the video advertisement

(A/B)*100

sK3234

Video view time

Measures the average length of play to the total length of the advertisement.

Ai = # Length of play by view 'i', where i=1 to n
n = # Views
B = # Length of the advertisement

((A1+A2+..+An)/n)/B

sK3259

Visits generated by online advertisements

Measures the number of visits generated by online advertisements.

A = # Visits generated by online advertisements

A

sK3242

Online Presence ▸ Online Publishing - Weblogs

Online Publishing refers to the publication of digital e-books and electronic articles alongside the development of digital libraries and catalogues while using blogs. KPIs in this area measure the efficacy, impact, usage of such publications, as well as their quality and efficiency in delivering the message.

Blog post trackbacks

Measures the number of blog post trackbacks that are received in average during a defined period, which can be either a day, a week or a month. A trackback is a way to notify a blog author when somebody links to one or more of its blog posts.

Ai = # Trackbacks received in the time period "i", where i = 1 to n
n = # Days / Weeks / Months

(A1+A2+...+An)/n

sK2474

Blog subscribers conversion ratio

Measures the ratio between the number of subscribers to the blog and the number of posts on the blog.

A = # Subscribers
B = # Posts

A/B

sK2609

Comments per blog post

Measures the average number of comments made per blog post.

Ai = # Comments for blog post 'i', where i=1 to n
n = # Blog posts

(A1+A2+...+An)/n

sK2482

Frequency of blog posts

Measures the average number of blog posts published by the blog editor during the reporting period.

A = # Blog posts published
B = # Weeks / months in the period

A/B

sK2477

Likes per video

Measures the number of 'like' remarks made by viewers in relation to a video published online.

A = # Likes of a video

A

sK3171

% New blog commentators

Measures the percentage of new blog commentators that are recorded on blog, out of the total blog commentators.

A = # Blog commentators at the end of the current reporting period
B = # Blog commentators at the end of the previous reporting period

(A-B/B)*100

sK2476

% Newsletter unsubscribe rate

Measures how many of the newsletter subscribers canceled their subscription during the reporting period.

A = # Newsletter subscribers at the end of the reporting period
B = # Newsletter subscribers at the beginning of the reporting period

[(A-B)/B]*100

sK1718

RSS blog subscribers

Measures the number of subscribers to the RSS blog feeds. A RSS feed, usually called a Real Simple Syndication, includes full or summarized texts of the blog posts and can be read using a special software program.

A = # RSS blog subscribers

A

sK2481

Social shares per post

Measures the number of times blog posts are shared by visitors to social sites, using the share functionality.

Ai = # Social shares of post 'i', where i=1 to n
n = # Posts

(A1+A2+...+An)/n

sK3175

% Subscription renewal rate

Measures the percentage of subscriptions that were renewed, out of the total number of subscriptions in place.

A = # Subscriptions renewed
B = # Subscriptions

(A/B)*100

sK4334

Time for video buffering

Measures the average time it takes for a video player to save portions of a streaming video file to local storage for playback.

Ai = # Seconds for video 'i' buffering, where i=1 to n
n = # Videos

(A1+A2+...+An)/n

sK3168

Video downloads completed

Measures the number of video downloads completed by visitors.

A = # Video downloads completed

A

sK3138

Time spent per post

Measures the average number of minutes spent by visitors on a blog post page.

Ai = # Time spent on post 'i', where i=1 to n
n = # Posts

(A1+A2+...+An)/n

sK3176

Views per video

Measures the average number of views per video published.

Ai = # Views of video 'i', where i=1 to n
n = # Videos

(A1+A2+...+An)/n

sK3167

Time to subscribe

Measures the average duration to complete a subscription for a publication, a large part of it being the order completion and processing.

Ai = # Duration for subscriber 'i' to register the subscription account, in minutes, where i=1 to n
n = # Subscribers

(A1+A2+...+An)/n

sK4213

Visitors per blog post

Measures the average number of visitors that view each blog post during the reporting period.

Ai = # Blog post visits for blog post 'i', where i=1 to n
n = # Blog posts

(A1+A2+...+An)/n

sK2601

Video access sales

Measures the number of video access sales recorded for videos published online.

A = # Video access sales

A

sK3135

% Video download errors

Measures the percentage of errors that occurred when visitors downloaded online videos, out of the total number of downloads processed.

A = # Video download errors
B = # Video downloads

(A/B)*100

sK3143

Online Presence ▸ Search Engine Optimization (SEO)

Search Engine Optimization(SEO) aims to reach a set target audience by adapting the way web pages are created, designed and modified based on user experience feedback. The purpose is to improve the ranking of a specific website on web search engines. KPIs refer to the results regarding placement in the organic listings of search engines, as well as the efficiency of the process and the methods used.

% Change in visits from organic search

Measures the variation in search engine traffic to the website during the reporting period, compared to the search engine traffic registered by the website in the previous reporting period.

A = # Search engine traffic in the current reporting period
B = # Search engine traffic in the previous reporting period

(A-B/B)*100

sK2615

External search engine referrals

Measures the traffic pulled in to the site because of external search engine referrals, such as Google, Yahoo or Bing.

A = # External referrals from different search engines

A

sK2571

Google referrals

Measures the number of Google referrals made to the website, as a result of the search engine positioning.

A = # Google referrals

A

sK2572

% Google referrals

Measures the percentage of visitors who arrived at the website due to Google search engine referrals, out of the total number of visitors that arrived at the website from external referrals.

A = # Google referrals
B = # External referrals

(A/B)*100

sK2573

Index to crawl ratio

Measures the number of website pages that are archived or recorded by the search engine, relative to the number of pages that are crawled.

A = # Indexed pages
B = # Crawled pages

A/B

sK2531

Indexed pages

Measures the number of website pages that were indexed / archived by a search engine, such as Google, Yahoo or MSN Search (Bing).

A = # Indexed pages

A

sK2530

Keywords per page yield

Measures the average number of keywords used for search per each page that attracted traffic to the site during the reporting period

A = # Keywords used for search
B = # Pages that attracted / yielded traffic

A/B

sK2578

% Natural traffic from keyword search

Measures the percentage of traffic that is attracted on the website from natural sources, out of the total traffic attracted on the website from search engines.

A = # Traffic from natural sources
B = # Traffic

(A/B)*100

sK2577

% Pages yielding traffic

Measures the percentage of website pages that are attracting traffic from the search engines, relative to the total number of website pages.

A = # Website pages pulling in traffic from search engines
B = # Website pages

(A/B)*100

sK2611

Search results viewed per search

Measures the average number of results viewed by a user per search session.

Ai = # Results viewed per search 'i', where i=1 to n
n = # Search sessions

(A1+A2+...+An)/n

sK2583

% Searches by engine

Measures the percentage of searches that are recorded by a search engine, out of the total searches registered on the internet during the reporting period.

A = # Searches on the engine
B = # Searches on the web

(A/B)*100

sK2580

% Users conducting multiple searches during their visits

Measures the percentage of users conducting multiple searches during their visits on the website, out of the total number of users on the website.

A = # Users conducting multiple searches on the website
B = # Users on the website

(A/B)*100

sK2584

Visits per keyword

Measures the average number of visits drove to the site per keyword used in search.

A = # Visits drove by keywords search
B = # Keywords used for search

A/B

sK2610

% Visits that use site search

Measures the percentage of site visits that use site search capability, out of the total number of visits on site.

A = # Visits that use site search
B = # Visits

(A/B)*100

sK2608

% Website visitors exiting the site after viewing search results

Measures the percentage of website visitors that exit the site after viewing the first search result, out of all website visitors that are conducting searches on the site.

A = # Website visitors that exit the site after viewing first search results
B = # Website visitors conducting searches on the site

(A/B)*100

sK2526

Online Presence ▸ Web Analytics

Web Analytics represents the study and analysis of website traffic and activity. KPIs in this area refer to the results obtained, as well as the efficiency of the tools used.

% Conversion rate

Measures the rate of visitors that take a certain desired action when visiting the website, such as purchasing a product.

A = # Visitors that respond to a call to action on that page (# Conversions)
B = # Visitors on the website

(A/B)*100

sK77

% Bounce rate

Measures how many visitors arriving at the website leave immediately, without opening any other page besides the homepage. It reflects the percentage of single-page visits to a website in which the visitor left the site from the entrance (landing) page, rather than continuing on to other pages within the same site, in the same browser window.

A = # Website visitors leaving the site immediately after opening the homepage
B = # Website visitors

(A/B)*100

sK438

% Committed visitors

Measures the percentage of site visitors that view more than one page or spent more than one minute on site, out of the total number of visitors.

A = # Visitors who view more than one page or stay more then one minute on site
B = # Visitors

(A/B)*100

sK2597

% Conversion of RSS subscribers to blog readers

Measures the percentage of RSS subscribers to the blog who actually read the blog posts during the reporting period.

A = # RSS subscribers who read the blog posts
B = # RSS subscribers to the blog

(A/B)*100

sK2494

Daily active users (DAU)

Measures the number of users who view or engage with online applications or content during the day.

A = # Active users during a day

A

sK7063

Daily page requests

Measures the mean number of pages that are viewed by site visitors during a day.

A = # Page views during the reporting period
B = # Days

A/B

sK2587

% Error pages served

Measures the percentage of visits to error pages served by a site, out of the total number of visits on website pages during the reporting period.

A = # Visits with error pages served
B = # Visits to site pages

(A/B)*100

sK2523

Followers on social media platforms

Measures the number of followers (fans, friends or group members) on the social media platforms and networks, such as Facebook, Twitter and LinkedIn.

A = # Followers on social media platforms

A

sK6851

% Heavy user share

Measures the percentage of visitors who view more than 'n' pages during a visit, out of the total number of visits on the website.

A = # Visitors that view more than 'n' pages per visit
B = # Visitors

(A/B)*100

sK2596

Incoming backlinks

Measures the number of links that are making the connection between your site and other sites on the web that choose to make available your site link on their site pages.

A = # Incoming backlinks

A

sK2533

In-stream advertisements

Measures the number of in-stream advertisements served. In-stream advertisements refer to advertisements that are incorporated into streaming online video.

A = # In-stream advertisements served

A

sK3238

$ Maintenance cost of the website

Measures the expenses recorded by the owners with the website maintenance.

A = $ Maintenance cost of the website

A

sK2500

% New versus returning visitors

Measures the new visitors, as percentage from returning visitors.

A = # New visitors
B = # Returning visitors

(A/B)*100

sK3938

% New visitors

Measures the percentage of new visitors to unique visitors.

A = # New visitors in a given period of time
B = # Unique visitors

(A/B)*100

sK114

% On site searches

Measures the percentage of visitors who arrive on site and make use of the internal site search capabilities during their visit, out of the total number of site visitors.

A = # Visitors who use internal site search capabilities
B = # Visitors on site

(A/B)*100

sK2581

% One page visits

Measures the percentage of one page visits on site, out of the total number of site visits.

A = # One page visits
B = # Site visits

(A/B)*100

sK2613

% Page exit rate

Measures the percentage of users who exit the website from a specific page.

A = # Exits from a specific web page of the website
B = # Exits from the website

(A/B)*100

sK452

Page exits due to inactivity

Measures the number of visitor exits from the site based on an inactivity period of more than 30 minutes.

A = # Page exits due to inactivity

A

sK2527

Page idle time

Measures the time during which N activity was registered on an opened web page.

A = # Idle time of a web page (usually measured in minutes)

A

sK799

Page redirect latency

Measures the time spent by the site sending a request to other pages. (i.e. A request for a page that results in a redirect that points to aNther page)

A = # Time to redirect a request from one location to aNther

A

sK798

% Page requests growth rate

Measures the increase in the number of pages requested by website visitors during the current year, compared to the same period a year before.

A = # Page requests in the current year
B = # Page requests in the previous year

(A-B)/B*100

sK2586

Page views

Measures the number of times a particular page on the website is viewed by internet users during the measurement period.

A = # Page views

A

sK1427

Page views per session

Measures the average number of page views a visitor consumes before ending his session.

Ai = # Page views per session 'i', where i=1 to n
n = # Sessions

(A1+A2+...+An)/n

sK451

Page views per visitor

Measures the number of site pages that were visited in average by a visitor during a session.

Ai = # Pages visited by visitor 'i', where i=1 to n
n = # Session visitors

(A1+A2+...+An)/n

sK2588

Pass-along rate

Measures the percentage of people that pass on an email message or e-newsletter, or transplant a video to other sites.

A = # People who pass on an email message or e-newsletter, or transplant a video to other sites
B = # People who receive the email or e-newsletter, or who view the videoz

(A/B)*100

sK3264

% Recommendation rate on social networks

Measures the percentage of social media users mentioning the brand who recommend the product or service, out of the total number of users who give feedback.

A = # Social media users who recommended the product or service
B = # Social media users who provided feedback

(A/B)*100

sK3248

% Referral traffic

Measures the amount of traffic received from other websites, out of the total traffic received.

A = # Traffic coming from other websites
B = # Traffic

(A/B)*100

sK2574

% Retained visitors

Measures the percentage of visitors that come back to the website, out of all website visitors.

A = # Returning visitors
B = # Site visitors

(A/B)*100

sK2606

Returning visitors

Measures the number of visitors who make multiple visits to the website.

A = # Returning visitors

A

sK2605

Search depth

Measures the average number of pages viewed by a visitor after performing a search on the website.

Ai = # Pages viewed by visitor 'i' after performing searches, where i=1 to n
n = # Visitors who performed searches on the website

(A1+A2+...+An)/n

sK2536

Search exits

Measures the number of site exits that occurred immediately after the visitors performed a search using the internal site search capabilities.

A = # Search exits

A

sK2561

Search refinements

Measures the number of times site visitors performed a search immediately after finishing an initial search on the site.

A = # Refinement searches

A

sK2565

Session think time

Measures user inactivity during a session. A session is considered to be between two website consecutive user actions on the web page.

A = # Time between two consecutive page views

A

sK800

% Site reach

Measures the percentage of web users that visit the site in a time period.

A = # Unique visitors that visited the site over the course of the reporting period
B = # Web users

(A/B)*100

sK2602

Stickiness

Measures the attractiveness and quality of the site content, by compiling a set of metrics, such as frequency of visits, duration of visits and site reach.

A = # Frequency of visits
B = # Average time on page
C = # Site reach
D = # Visits in time period
E = # Unique visitors
F = # Time viewing pages
G = # Unique visitors in time period

A*B*C
where A = D/E
B = F/G
C = G/E

sK2567

% Subscription rate

Measures the percentage of visitors to the site who become registered users by subscribing, in order to get access to additional content.

A = # Subscribers to the site
B = # Website visitors

(A/B)*100

sK2568

% Task completion rate

Measures the percentage of visitors to the website who rated that they were able to complete the primary purpose for which they accessed the site, out of all the visitors surveyed.

A = # Visitors who completed the primary purpose for their visit to the site
B = # Visitors

(A/B)*100

sK2566

Time on page

Measures the average amount of time visitors spend on each page of a website.

Ai = # Time visitor 'i' spends on page, in minutes, where i=1 to n
n = # Visitors on page

(A1+A2+...+An)/n

sK450

Time on site

Measures the average amount of time visitors spend on the website, each time they visit it.

Ai = # Time visitor 'i' spends on the site, in minutes, where i=1 to n
n = # Visitors (excluded those who 'bounce')

(A1+A2+...+An)/n

sK449

Time on site after search (TOSAS)

Measures the average time spent by a user on the site after each search.

Ai = # Time on site after search 'i', where i=1 to n
n = # Searches on site

(A1+A2+...+An)/n

sK2590

% Unique browsers

Measures the percentage of singular browsers visiting a web site, out of the total number of browsers who visited the site during the reporting period. A browser is an unadjusted unique visitor in the sense that it can equate for multiple users of the same machine, while in the same time, an individual who is using multiple machines can be equated for multiple browsers.

A = # Unique browsers (which are counted only once)
B = # Browsers

(A/B)*100

sK2598

Unique browsers

Measures the number of singular browsers visiting a web site during the reporting period. A browser is an unadjusted unique visitor in the sense that it can equate for multiple users of the same machine, while in the same time, an individual who is using multiple machines can be equated for multiple browsers.

A = # Subscribers to the site
B = # Website visitors

A

sK2599

Unique searches

Measures the number of times the site search capabilities were used, excluding those times where multiple searches were registered for the same keyword during a searching session.

A = # Unique searches

A

sK2562

Unique visitors

Measures the number of unique visitors that arrive on the website.

A = # Unique visitors (who are counted only once)

A

sK2614

Visitor loyalty and recency

Measures the number of site visitors who make constant and frequent visits on the site.

A = # Frequent and constant visitors on the site

A

sK2603

Visitor recency

Measures the amount of time that passes between sequential visits from the same visitor of the website.

Ai = # Days that pass between sequential visits of visitor 'i', where i=1 to n (If the time between visits is less than 24 hours, it will show up as a '0 days ago' visit).
n = # Repeated visitors

(A1+A2+...+An)/n

sK453

Visitors per conversion

Measures the number of visitors who take a desired action on the website, such as downloading a file, making a purchase, donating money or signing for a cause.

A = # Visitors that take the desired action on the site (such as a download, a purchase etc

A

sK2607

Visits per visitor

Measures the ratio of visits per unique visitor.

A = # Visits in a given period
B = # Unique visitors in the same time period

A/B

sK115

% Visits under one minute

Measures the percentage of visitors that the website didn't succeed to retain after the entrance on the page, for different reasons.

A = # Visits under one minute
B = # Visits

(A/B)*100

sK206

Web traffic concentration

Measures the ratio of visitors on a page or a content area, divided by the overall site visitors.

A = # Visitors on a page or a content area
B = # Overall visitors on a site

A/B

sK203

% Website downtime

Measures the amount of time during which the site is unavailable for users, out of the overall expected time of running.

A = # Time the website is not performing its functions
B = # Time the website is expected to be available to perform its function

(A/B)*100

sK2563

Website success rate

Measures the amount of business generated by the site during a certain period of time.

A = # Unique visitors coming to the site
B = % Conversion rate (the percentage of visitors who become customers)
C = % Loyalty rate (the degree to which customers return to conduct repeat business)

A*B*C

sK454

Website visits

Measures the number of online visits registered to the website during the measurement period.

A = # Website visits

A

sK6904

Website visits per day

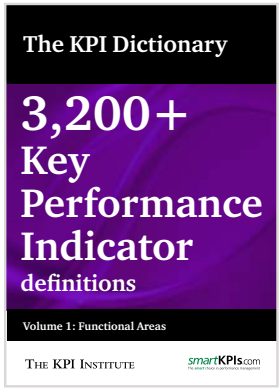
Measures the average number of visits to the website per day. The same visitor may come to the site multiple times, so it is different from the number of unique visitors per day.

A = # Websites visits
B = # Days (within the measurement period)

A/B

sK2612

Related publications from The KPI Institute



The KPI Dictionary - 3,200+ KPI Definitions Vol. 1: Functional Areas

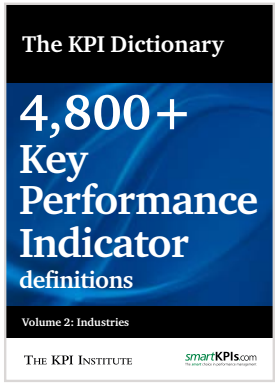
Stay ahead of your competition by measuring the right KPIs!

KPI Dictionary Vol. 1 focuses on presenting performance indicators grouped into 16 functional areas of a business, each having several subcategories. The book covers KPIs from the following areas:

- Accounting
- Corporate Services
- Corporate Social Responsibility
- Finance
- Governance, Compliance and Risk
- Health, Safety, Security and Environment
- Human Resources
- Information Technology
- Knowledge and Innovation
- Management
- Marketing & Communications
- Online Presence – eCommerce
- Portfolio & Project Management
- Production & Quality Management
- Sales and Customer Service
- Supply Chain, Procurement, Distribution

The KPI Dictionary Vol. 1 can be used in the early stages of implementing a performance management framework, in the process of selecting and documenting KPIs, but also to improve an existing performance measurement system.

Start selecting the most suitable KPIs for your business!
Access The KPI Dictionary - 3,200+ KPI Definitions Vol. 1: Functional Areas at:
http://store.kpiinstitute.org/publications.html



The KPI Dictionary - 4,800+ KPI Definitions Vol. 2: Industries

Select the right KPIs for your business by understanding their measurement process!

KPI Dictionary Vol. II focuses on presenting performance indicators structured on 25 Industries:

- Agriculture
- Arts and Culture
- Construction % Capital Works
- Customs
- Education & Training
- Financial Institutions
- Government – Local
- Government – State / Federal
- Healthcare
- Hospitality & Tourism
- Infrastructure Operations
- Manufacturing
- Media
- Non-profit / Non-governmental
- Postal and Courier Services
- Professional Services
- Publishing
- Real Estate / Property
- Resources
- Retail
- Sport Management
- Sports
- Telecommunications / Call Center
- Transportation
- Utilities

Access The KPI Dictionary - 4,800+ KPI Definitions Vol. 2: Industries at:
http://store.kpiinstitute.org/publications.html

The KPI Compendium

Explore online the most comprehensive catalogue of documented KPIs examples!

The KPI Compendium is a concise, but comprehensive work that presents over 20,000 Key Performance Indicators that have been identified as being used in practice. It provides practitioners with a powerful tool to weigh together or to compare practical examples of KPIs coming from hundreds of business areas.
The main three categories under which KPIs are listed are:
Global – containing sub-categories such as Administration, Quality of Life, Environment and Pollution and many others;
Organizational – further clustered into sub-categories based on industries and functional areas;
Personal – addressing personal productivity and well-being, further clustered into sub-categories such as Home Economics, Personal Development, Fitness and Work-life balance.
Explore the greatest guide to identifying the best KPI selection for your organization!
Download The KPI Compendium at: **www.store.kpiinstitute.org/the-kpi-compendium.html**

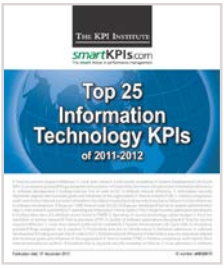
Top 25 KPIs Reports

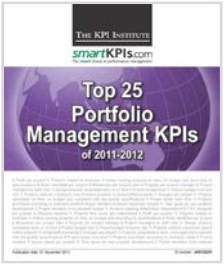
- Extensive collections of the most visited KPIs on smartkpis.com, across functional areas and industries;
- Thorough analysis of each KPI according to smartKPIs.com documentation form and standards;
- Proof-of-concept of relevant KPIs, documented at best practice standards.

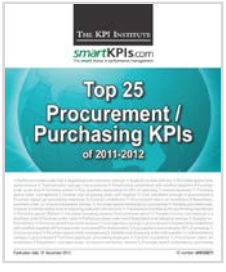
Explore the extensive Top KPIs series dedicated to analyzing the most popular KPIs by visiting:
http://store.kpiinstitute.org/publications.html

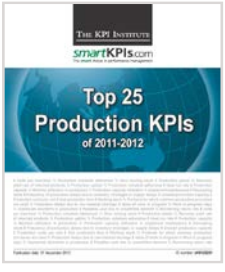
Best Sellers 2011-2012 Top KPIs reports

Reports by Functional Area

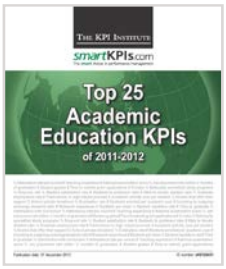


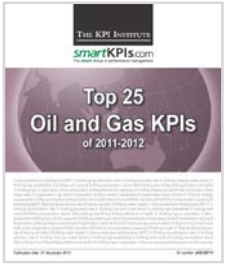


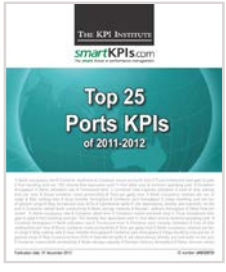




Reports by Industry







2013 - 2015 Top KPIs Reports

Reports by Functional Area

Top 25 Accounting KPIs of 2013-2015
Top 25 Accounts Payable and Receivable KPIs of 2013-2015
Top 25 Administration / Office Support KPIs of 2013-2015
Top 25 Advertising KPIs of 2013-2015
Top 25 Application Development KPIs of 2013-2015
Top 25 Asset Management KPIs of 2013-2015
Top 25 Compensation and Benefits KPIs of 2013-2015
Top 25 Compliance and Audit Management KPIs of 2013-2015
Top 25 Contract Management KPIs of 2013-2015
Top 25 Corporate Travel KPIs of 2013-2015
Top 25 CSR KPIs of 2013-2015
Top 25 Customer Service KPIs of 2013-2015
Top 25 Data Center KPIs of 2013-2015
Top 25 eCommerce KPIs of 2013-2015
Top 25 Efficiency and Effectiveness KPIs of 2013-2015
Top 25 Email Marketing KPIs of 2013-2015
Top 25 Enterprise Architecture KPIs of 2013-2015
Top 25 Environmental Care KPIs of 2013-2015
Top 25 Facilities Management KPIs of 2013-2015
Top 25 Finance KPIs of 2013-2015
Top 25 Forecasts & Valuation KPIs of 2013-2015
Top 25 Governance KPIs of 2013-2015
Top 25 HSSE KPIs of 2013-2015
Top 25 Human Resources KPIs of 2013-2015
Top 25 Information Technology KPIs of 2013-2015
Top 25 Innovation KPIs of 2013-2015
Top 25 Inventory Management KPIs of 2013-2015
Top 25 IT Security KPIs of 2013-2015
Top 25 Knowledge Management KPIs of 2013-2015
Top 25 Legal Services KPIs of 2013-2015
Top 25 Liquidity KPIs of 2013-2015
Top 25 Logistics / Distribution KPIs of 2013-2015
Top 25 Maintenance KPIs of 2013-2015
Top 25 Management KPIs of 2013-2015
Top 25 Marketing KPIs of 2013-2015
Top 25 Network Management KPIs of 2013-2015
Top 25 Online Advertising KPIs of 2013-2015
Top 25 Online Publishing - Weblogs KPIs of 2013-2015
Top 25 Portfolio Management KPIs of 2013-2015
Top 25 Procurement / Purchasing KPIs of 2013-2015
Top 25 Production KPIs of 2013-2015
Top 25 Profitability KPIs of 2013-2015
Top 25 Project Management KPIs of 2013-2015
Top 25 Public Relations KPIs of 2013-2015
Top 25 Quality Management KPIs of 2013-2015
Top 25 R&D KPIs of 2013-2015
Top 25 Recruitment KPIs of 2013-2015
Top 25 Retention KPIs of 2013-2015
Top 25 Risk Management KPIs of 2013-2015
Top 25 Sales KPIs of 2013-2015*
Top 25 Search Engine Optimisation (SEO) KPIs of 2013-2015
Top 25 Service Delivery KPIs of 2013-2015
Top 25 Service Management KPIs of 2013-2015
Top 25 Supply Chain Management KPIs of 2013-2015
Top 25 Supply Chain*, Procurement, Distribution KPIs of 2013-2015
Top 25 Talent Development KPIs of 2013-2015
Top 25 Web Analytics KPIs of 2013-2015
Top 25 Workforce KPIs of 2013-2015
Top 25 Working Environment KPIs of 2013-2015

Reports by Industry

Top 25 Academic Education KPIs of 2013-2015
Top 25 Accounting Services KPIs of 2013-2015
Top 25 Airlines KPIs of 2013-2015
Top 25 Airports KPIs of 2013-2015
Top 25 Banking and Credit KPIs of 2013-2015
Top 25 Broadcasting (TV and Radio) KPIs of 2013-2015
Top 25 Business Consulting KPIs of 2013-2015
Top 25 Call Center KPIs of 2013-2015
Top 25 Civil Engineering KPIs of 2013-2015
Top 25 Coaching / Training KPIs of 2013-2015
Top 25 Coal and Minerals Mining KPIs of 2013-2015
Top 25 Colleges and Universities KPIs of 2013-2015
Top 25 Construction of Buildings KPIs of 2013-2015
Top 25 Crops KPIs of 2013-2015
Top 25 Customs KPIs of 2013-2015
Top 25 Electricity KPIs of 2013-2015
Top 25 Emergency Response / Ambulance Services KPIs of 2013-2015
Top 25 Engineering KPIs of 2013-2015
Top 25 Event Production and Promotion KPIs of 2013-2015
Top 25 Film and Music KPIs of 2013-2015
Top 25 Forestry and Logging KPIs of 2013-2015
Top 25 Healthcare KPIs of 2013-2015
Top 25 Hospitals KPIs of 2013-2015
Top 25 Hotel KPIs of 2013-2015
Top 25 Insurance KPIs of 2013-2015
Top 25 Investments KPIs of 2013-2015
Top 25 Land Transport (Road & Rail) KPIs of 2013-2015
Top 25 Legal Practice KPIs of 2013-2015
Top 25 Libraries and Archives KPIs of 2013-2015
Top 25 Livestock, Hunting and Fishing KPIs of 2013-2015
Top 25 Local Government KPIs of 2013-2015
Top 25 Local Public Transport KPIs of 2013-2015
Top 25 Medical Laboratory KPIs of 2013-2015
Top 25 Medical Practice KPIs of 2013-2015
Top 25 Mortgages KPIs of 2013-2015
Top 25 Museums KPIs of 2013-2015
Top 25 Natural Gas KPIs of 2013-2015
Top 25 NGO KPIs of 2013-2015
Top 25 Oil and Gas KPIs of 2013-2015
Top 25 Pension Funds KPIs of 2013-2015
Top 25 Ports KPIs of 2013-2015
Top 25 Postal and Courier Services KPIs of 2013-2015
Top 25 Preventive Healthcare KPIs of 2013-2015
Top 25 Primary and Secondary Schools / K-12 KPIs of 2013-2015
Top 25 Property Management KPIs of 2013-2015
Top 25 Publishing KPIs of 2013-2015
Top 25 Railways KPIs of 2013-2015
Top 25 Real Estate Development KPIs of 2013-2015
Top 25 Real Estate Transactions KPIs of 2013-2015
Top 25 Recruitment / Employment Activities KPIs of 2013-2015
Top 25 Restaurant KPIs of 2013-2015
Top 25 Retail KPIs of 2013-2015
Top 25 Roads KPIs of 2013-2015
Top 25 Shipping KPIs of 2013-2015
Top 25 Social Media KPIs of 2013-2015
Top 25 Sport Club Management KPIs of 2013-2015
Top 25 Sport Event Organisation KPIs of 2013-2015
Top 25 State Government KPIs of 2013-2015
Top 25 Sustainability KPIs of 2013-2015
Top 25 Telecommunications KPIs of 2013-2015
Top 25 Tour Operator KPIs of 2013-2015
Top 25 Training and Other Education KPIs of 2013-2015
Top 25 Travel Agency KPIs of 2013-2015
Top 25 Water and Sewage KPIs of 2013-2015

The KPI Institute Professional Certification Programs

To browse through our upcoming training courses and select the solution that best addresses your personal and professional objectives we recommend you visit: **http://store.kpiinstitute.org/scheduled-courses**

Certified Strategy and Business Planning Professional

The course will help improve the business planning process and long-term organizational performance, through the use of strategic planning tools that will ultimately lead to smarter and quicker strategic decisions.

Certified Data Visualization Professional

An exclusive framework that provides insights on effective visual communication, through a rigorous approach to creating visual representations of vast information, techniques of standardization and tailored data visualization tools.

Certified KPI Professional and Practitioner

This program is meant to improve the practical skills in working with KPIs and developing instruments like scorecards and dashboards. Participants will acquire a sound framework to measure KPIs, starting from the moment they are selected, until results are collected in performance reports.

Certified Data Analysis Professional

Attendants will understand through practical learning how to effectively collect, analyze and interpret data by enabling managers/ analysts to draw insights from both quantitative and qualitative data, based on historical statistics and trend analysis.

Certified Performance Improvement Professional

This course offers insights and best practices for improving performance in different scenarios, from data analysis and reporting, decision making and initiative management, to building a performance culture.

Certified Benchmarking Professional

Benchmarking methodological uniqueness is represented by the identification and analysis of the processes that lead to a superior performance of a company, offering the opportunity to compare an organization's performance against industry competitors.

Certified Employee Performance Management Professional

Attendees will gain exposure to best practices and key concepts and will learn how to establish and use criteria for performance evaluations, from implementation to improvement and maintenance of the company's employee performance management system.

Certified Supplier Performance Professional

Participants' skills in managing supplier performance and developing a strategic approach to procurement will be developed by enabling the identification of performance gaps and implementing action agreements with suppliers.

Certified Personal Performance Professional

The two-day interactive program will help you understand personal performance, by explaining the benefits and clarifying the process of measuring it. It focuses on identifying ways to boost your performance outside working hours.

Certified Customer Service Performance Professional

Participants will not only understand the importance and implementation phases for the Customer Service Excellence standards, but they will be given the necessary tools to implement it internally and measure its impact externally.

Certification Programs Infographic 2015

Scheduled Courses in 2015

CERTIFICATION TRAINING COURSES IN **25** COUNTRIES

Africa	Americas	Asia Pacific	Europe	Middle East
Morocco	Brazil	Australia	Austria	Bahrain
Nigeria	Canada	China	Romania	Egypt
South Africa	Mexico	India	UK	Kuwait
	USA	Indonesia		Oman
		Malaysia		Qatar
		Singapore		Saudi Arabia
		Thailand		Turkey
				UAE

ORGANIZATION

2004 Year of establishment

25 # Certified trainers

4 # Offices around the globe. Australia, Malaysia, Romania, UAE

RESEARCH

28,000 # Organizations assisted through smartKPIs.com

20,475 # KPI examples published on smartKPIs.com

11 # Years spent on researching performance best practice

EDUCATION

3,400 # Professionals trained

614 # Client organizations

554 # Training days delivered

228 # Education programs delivered

115 # Open training courses delivered

113 # In-house training courses delivered

For more details visit: **www.store.kpiinstitute.org**

The KPI Institute

The KPI Institute is the global authority on performance management through Key Performance Indicators (KPIs) research and education, providing through its publications and training courses insights on how to measure and learn with KPIs. It developed the first KPI Management Framework and operates several research programs dedicated to performance management, strategy, Balanced Scorecard and Key Performance Indicators. It also operates smartKPIs.com, the result of the research program dedicated to documenting and cataloguing how KPIs are used in practice, an online portal containing the largest collection of well documented KPI examples, with over 20,500 examples from 16 Functional Areas and 25 Industries. Over the last 11 years, The KPI Institute has assisted over 28,000 organizations in finding solutions to their KPI needs.

The Online Presence KPI Dictionary – 180+ Key Performance Indicator Definitions is a novelty in the field and distinguishes itself from the classical structure of a dictionary in that it shows the performance indicators grouped into 6 different functions of the online presence within an organization. The dictionary not only defines the indicators, but also contains an explicit presentation of their calculation formula.

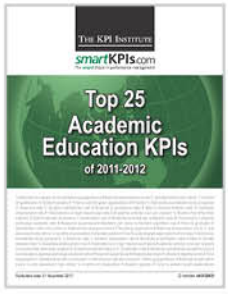
smartKPIs.com

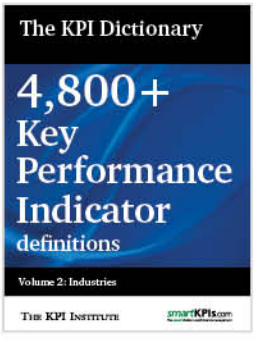
The *smart* choice in performance management

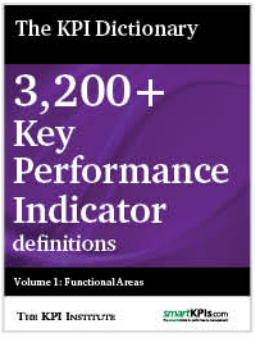
Contains over 20,500 KPIs examples, including the ones covered in the KPI Dictionary. Specific KPI examples listed in the Dictionary can be searched by using the sk number. Alternatively, visitors can browse, save and export documented examples.

Top 25 KPIs Reports by Functional Area

Top 25 KPIs Reports by Industry







The KPI Institute offers a variety of in-depth publications that enable you to keep up to date with industry trends and leaders. Through its publications, it provides an overview of the performance management state of discipline and offers innovative tools, facilitating the implementation of performance management and measurement systems.

9 781515 155256