**Measurement Plan Example**

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| **OBJECTIVE** | Why does the business /project exist? |
| **STRATEGY** | Sales and Growth | Brand Building | Customer Loyalty | Grow and Engage Social Community |
| **TACTICS** | Grow revenue | Grow customer base | Gain new customers | Increase visibility | Keep existing customers | Grow likes / follows | Shares/Tweets/Pins |
| **KPIs** | Revenue | New registrations | % new vs. returning visitors | Organic sessions | Return visitors | Social button clicks | Social source and action |
| Transactions | Grow in specific UK locations | Newsletter subscriptions | Referral sessions | Transactions per customer | New likes | Shares |
| Revenue by product type | Grow international customers | New blog readers | Social traffic | Custom dimension of new or existing customer | New follows | Tweets and retweets |
| Average order value |  | New Instagram followers | Increase impressions in Search | Lifetime value | Content being shared | Pins and re-Pins |
| No. items per purchase |  |  |  | Reduce returns |  |  |
| Refunds |  |  |  |  |  |  |
| **SEGMENTS** | Mobile Device Type |
| Marketing Channel |
| By Location |
| Customer Type |
| Social Media Platform |
| Product Type |
| **TARGETS** | % increase in new customers |
| % increase in average lifetime purchases |
| % decrease in returns |
| % increase in Instagram followers |

**Measurement Plan Template**

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| **OBJECTIVE** |  |
| **STRATEGY** |  |  |  |  |
| **TACTICS** |  |  |  |  |  |  |  |
| **KPIs** |  |  |  |  |  |  |  |
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| **SEGMENTS** |  |
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| **TARGETS** |  |
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