1. Click-Through Rate (CTR)
Measures the number of clicks you get on your ads per number of impressions.

2. Cost Per Click (CPC)
Shows the actual cost you pay for each click in your pay-per-click marketing campaigns.

3. Cost Per Action (CPA)
Measures how much is your cost to attain a type of conversion (such as registration on your website).

4. Website traffic sources
Relates to estimating which traffic sources bring visitors to your website.

5. Social interactions
Measure the levels of engagement with your social media posts and campaigns.

6. Email click rate
Tells you who is truly engaged with your email content. Those who are truly engaged click on something in your email.

7. Keyword ranking
Shows how your website is ranking in the search engines machines like Google, Bing, and Yahoo.

8. Landing page conversion rate
Shows how many people are visiting each of your landing pages and how many of them are filling your lead capture forms.

9. Cost per lead
You should keep your lead acquisition costs relatively low to be able to hold good margins.

10. Returning website visitors
Indicates how efficient is your website at creating and maintaining an audience.

11. The rate of organic searches
What percentage of your traffic is coming from organic searches.

12. The amount of mobile traffic
Indicates how effectively your website is optimized for mobile devices like Smartphones.

13. Average time on a website page
Vital KPI for organic search traffic because Google ranks websites based on their relevance.

14. Pages per visit
Shows whether your visitors bounce right after arriving at your website or they are interested.

15. Backlinks to your website
Show the number of links from other authoritative websites to your site.
Sales Management KPI Examples

16. New leads (Lead flow)
This is the number of new leads that are arriving into your sales department each month/week.

17. Client acquisition rate
 Indicates how many of the new prospects your reps bring convert to customers.

18. Sales growth
 Measures your growth in sales over a particular period of time (month, week, year).

19. Product performance
This KPI ranks your products based on their revenue performance.

20. Sales per sales representative/sales team
Measures the performance of each of your sales representatives or sales teams.

21. Average profit margin
Helps you evaluate the profit margins across your products or services.

22. Sales closing ratio
Estimates the ratio between the number of quotes your sales reps sent out and the number of deals they managed to complete and close.

23. Sales target
This critical sales KPI shows the actual revenue vs the forecasted revenue.

24. Customer acquisition cost
Indicates all costs related to bringing a customer.

25. Customer lifetime value
The amount of money you can make from a customer over the lifetime of your relationship.

26. Average sales cycle length
The goal is to shorten your average sales cycle length. The too long cycles can hurt your sales.

Social Media KPI Examples

27. Share of voice
The number of times your brand is mentioned in the various types of social platforms.

28. Average clicks per post
Helpful to find out the type of content that your users are engaging with.

29. Social media followers
A great way to quickly understand where you stand on social platforms.

30. Likes, shares, retweets
A measure of the reach and engagement of your business when it comes to social presence.

31. Subscriber by age and gender
Understanding who is visiting your social profiles is very important.

32. Social sentiment
Shows your brand perceptions by customers.
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<tr>
<th>Finance KPI Examples</th>
<th>Customer Satisfaction KPI Examples</th>
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<tbody>
<tr>
<td>36. Gross profit margin</td>
<td>34. Customer satisfaction score (CSAT)</td>
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<tr>
<td>37. Net profit</td>
<td>35. Return on assets (ROA)</td>
</tr>
<tr>
<td>= (revenue - cost of products sold)/revenue</td>
<td>Indicates the efficiency of utilizing your assets to earn a profit.</td>
</tr>
<tr>
<td>38. Net profit margin</td>
<td>36. Customer retention rate</td>
</tr>
<tr>
<td>The percentage of your revenue. The equation is:</td>
<td>Measures how quickly you can resolve customer issues.</td>
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<td>net profit margin = net profit/total revenue.</td>
<td>37. Average response time</td>
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<td>39. Current ratio</td>
<td>38. Customer satisfaction score (CSAT)</td>
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<td>= current assets/current liabilities. Measures your ability to pay your obligations in a short-term.</td>
<td>39. First response time</td>
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<td>40. Accounts receivable turnover ratio</td>
<td>40. Website visits from social media</td>
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<tr>
<td>Shows whether you are receiving your payments at an appropriate speed.</td>
<td>Indicates the number of your fans that take the further step and visit your website.</td>
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<tr>
<td>41. Return on equity (ROE)</td>
<td>42. Current ratio</td>
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<tr>
<td>Measures the profit your business earn from your shareholder investments.</td>
<td>= current assets/current liabilities. Measures your ability to pay your obligations in a short-term.</td>
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<tr>
<td>43. Return on equity (ROE)</td>
<td>44. Brand attributes</td>
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<tr>
<td>Indicates whether you are paying your expenses as quickly as possible.</td>
<td>Shows whether customers view your brand the way you want them to.</td>
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<tr>
<td>45. Net promoter score (NPS)</td>
<td>46. Website visits from social media</td>
</tr>
<tr>
<td>The number of your customers that like your brand enough to recommend it to other people.</td>
<td>Indicates the number of your fans that take the further step and visit your website.</td>
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<tr>
<td>47. Customer retention rate</td>
<td>48. Customer satisfaction improvement</td>
</tr>
<tr>
<td>Your ability to keep a paying customer over a period.</td>
<td>Indicates the efficiency of utilizing your assets to earn a profit.</td>
</tr>
<tr>
<td>49. Average response time</td>
<td>49. Customer satisfaction score (CSAT)</td>
</tr>
<tr>
<td>Measures how quickly you can resolve customer issues.</td>
<td>Indicates the efficiency of utilizing your assets to earn a profit.</td>
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<tr>
<td>50. Brand attributes</td>
<td>51. Website visits from social media</td>
</tr>
<tr>
<td>Tracks changes in customer satisfaction.</td>
<td>Indicates the number of your fans that take the further step and visit your website.</td>
</tr>
</tbody>
</table>
Project Management KPI Examples

51. Cycle time
Measures the time that your project needed to complete a certain task.

52. Time spent
This is the amount of time that is spent on a given project by all team members.

53. Actual cost KPI
Tells you how much money you have spent on a given project as to date.

54. Project’s return on investment (ROI)
Indicates whether the benefits of your project exceed its expenses.

55. Budget variance
Tells you how much the actual budget differs from the planned budget.

56. Cost performance index (CPI)
= earned value / actual costs. Shows the efficiency that you gain when you’re using project funds.

57. Customer satisfaction/loyalty
Measures whether the customer is satisfied with your project.

58. Number of errors
The number of issues and the things that need to be repaired during the project.

59. Percentage of the task completed
Gives you a quick overview of your project’s performance.

60. Resource utilization
Helps you find out what are the limits of your project teams and provides a quick glance at your team’s work.

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