Metrics Worksheet

TRACTION

ACQUISITION/GROWTH   RETENTION

UNIQUE VIEWS   CONVERSION RATES   USERS / MTH

CALLS/EMAILS SENT $ SPENT ADS   NEW LINKEDIN CONNECTIONS

Top Level Metrics

Answers the Question "HOW is it going/gone so far?"

OUTPUT

A Trailing Metric

WHY Metrics

Answers the Question "WHY is this happening?"

OUTPUT

A Trailing Metric (Result of Customer Actions)

ACTION Metrics

Answers the Question "WHAT are we doing to drive it?"

INPUT

A LEADING Metric (We will do this)