Digital Analytics - Measurement Plan

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This is a document that translates your top-line business objectives into metrics and dimensions you can measure on your website. It provides a framework not only for a customized configuration of your web analytics, but also forms a vital part of your wider digital marketing strategy.

[Project Name]

Business Objectives & Requirements

- **Goal :**

  - [fill in]

- **KPIs:**

  - [fill in]

- **Measurement:**

  - [fill in]

KPI's and Metrics

Objective	Business Goal	Visitor Goal	KPI/Metric	Benchmark

Reporting Specifications

[The followings are just an example. Replace with actuals, if any]

- Third party industry/market data to help tell the full story

- SEO, social, paid media data meshed with site data for a 360-view of site analysis and campaign measurement

- Sales data to help determine the impact of campaign efforts and site updates

Measurement Plan - Sample

Objective #1: Lead Generation

Business Goal	Visitor Goal	KPIs
Generate quality leads	Research products/services	Research behavior
		Visitor-to-lead ratio
Increase sales opportunities	Collect more information	Lead quality
	Contact a representative	Campaign effectiveness
		Call to action

Objective #2: User Self-Service

Business Goal	Visitor Goal	KPIs
Provide service online	Quickly and easily find answers to resolve issues	Visit frequency and duration
Reduce service costs		Most successful type of help content/pages
Speed resolution rate		