



KPIs: Key Performance Indicators

Clients have specific goals (AKA KPIs) that they want to achieve for their advertising spend. As their business consultation, capturing these KPIs is very important. The process for capturing your client's KPIs is included in the advertising questionnaire located in your back office. KPIs are included in every digital advertising proposal.

KPIs can include one or more of the following:

1. Branding
2. Lead generation
3. Getting the phone to ring
4. Form fills from their landing page
5. Education
6. Publicity
7. Increasing sales
8. Driving traffic to their site
9. Customer retention and engagement
10. Decreasing the cost per acquisition (CPA) of a customer