

2019 Holiday Season Top 5 Goals

1	[1] <i>Example: Increase revenue by 15% year over year</i>
2	
3	
4	
5	

Goal Setting Scorecard

			2017 Metrics	2018 Metrics	2019 Metrics
Category	Goal [2]	Data Source	(Oct 1st - Dec 31st)	(Oct 1st - Dec 31st)	(Oct 1st - Dec 31st)
Online Sales	Online Revenue	<i>Example: Magento</i>			
	# of Orders				
	# of Items Sold				
	Average Order Value (AOV)				
Website	# of Visitors	<i>Example: Google Analytics</i>			
	Conversion Rate				
	Bounce Rate				
Email Marketing	Unique Email Campaigns Sent	<i>Example: Listrak</i>			
	Avg Open Rate				
	Avg Click Thru Rate				
	Site Traffic from Emails				
	Email Total Conversions				
	Email Total Revenue				
	New Subscribers				
	Unsubs				
Social Marketing	Site Traffic from Social Channels				
	Facebook Posts				
	Instagram Posts				
	Twitter Posts				
	Other metrics can include engagement, shares, etc				
AdWords					

Add Your Own Metric Category [3]					

[1] Start this exercise by coming up with your business' top goals for the holiday season. What would success look like to you?

Can you have more than 5 goals? Of course, but having fewer can help ensure that you can give each the proper focus and attention.

Make sure that each is:

A) Trackable B) Actionable

[2] These are the major KPIs for each category that would help "tell the story" of the activity and results of your activity.

These are all just recommendations, so feel free to adjust the metrics to fit your business.

[3] If your business uses another platform or focuses on other metrics, feel free to add them in.