

MotionR Performance Tracking & KPI Framework

Christmas 2024 Launch - Complete Measurement Strategy

EXECUTIVE DASHBOARD OVERVIEW

Primary Success Metrics (North Star KPIs)

- 1. **Total Revenue:** \$2.5M target by end of January 2025
- 2. **Units Sold:** 5,500 units by end of January 2025
- 3. **Customer Acquisition Cost (CAC):** <\$100 target
- 4. **Customer Lifetime Value (CLV):** \$600+ target (including subscription)
- 5. **Return on Marketing Investment (ROMI):** 4:1 target

TIER 1 KPIs - REVENUE & GROWTH METRICS

Revenue Performance

| Metric | Target | Measurement Period | Data Source |
|---------------------------------|----------------------|--------------------|-----------------------|
| Monthly Recurring Revenue (MRR) | \$50,000 by Feb 2025 | Monthly | Subscription platform |
| Average Order Value (AOV) | \$449 | Daily | E-commerce platform |
| Revenue Growth Rate | 25% month-over-month | Monthly | Financial dashboard |
| Subscription Conversion Rate | 35% of customers | Monthly | Customer database |
| Revenue per Customer | \$600+ lifetime | Quarterly | CRM analytics |

Sales Performance

| Metric | Target | Measurement Period | Data Source |
|-----------------------|----------------------------------|--------------------|----------------------|
| Daily Sales Volume | 50-100 units/day | Daily | E-commerce platform |
| Conversion Rate | 2.5% website visitors | Daily | Google Analytics |
| Cart Abandonment Rate | <65% | Daily | E-commerce analytics |
| Sales Velocity | 7-day average trend | Weekly | Sales dashboard |
| Seasonal Performance | 150% of baseline during holidays | Daily during Dec | Sales analytics |

Customer Acquisition

| Metric | Target | Measurement Period | Data Source |
|---------------------------------|-----------------------|--------------------|-----------------------|
| New Customer Acquisition | 150 customers/day | Daily | CRM system |
| Customer Acquisition Cost (CAC) | <\$100 | Weekly | Marketing attribution |
| CAC Payback Period | <6 months | Monthly | Financial analysis |
| Organic vs. Paid Acquisition | 30% organic, 70% paid | Weekly | Attribution modeling |
| Customer Quality Score | 8/10 average | Monthly | Customer analytics |

TIER 2 KPIs - MARKETING PERFORMANCE METRICS

Digital Marketing Performance

| Channel | Key Metrics | Targets | Measurement Frequency |
|--------------------|---|---|-----------------------|
| Google Ads | CPC, CTR, ROAS, Conversion Rate | CPC <\$2, CTR >3%, ROAS >4:1, CR >2% | Daily |
| Facebook/Instagram | CPM, CTR, CPC, ROAS, Engagement Rate | CPM <\$15, CTR >2%, CPC <\$3, ROAS >3:1 | Daily |
| LinkedIn | CTR, CPC, Lead Quality, Conversion Rate | CTR >1%, CPC <\$5, Lead Score >7/10 | Weekly |
| Email Marketing | Open Rate, CTR, Conversion Rate, Unsubscribe Rate | OR >25%, CTR >4%, CR >3%, UR <2% | Per campaign |
| Organic Social | Engagement Rate, Reach, Follower Growth | ER >2.5%, Monthly reach growth >15% | Weekly |

Content Marketing Performance

| Metric | Target | Measurement Period | Data Source |
|------------------------------|-------------------------|--------------------|------------------------|
| Blog Traffic | 10,000 monthly visitors | Monthly | Google Analytics |
| Content Engagement | 3+ minutes average time | Weekly | Content analytics |
| Social Shares | 100+ shares per post | Per post | Social media analytics |
| Lead Generation from Content | 50 leads/month | Monthly | Marketing automation |

| Metric | Target | Measurement Period | Data Source |
|--------------|------------------------|--------------------|-------------|
| SEO Rankings | Top 3 for "smart ring" | Monthly | SEO tools |

Influencer & Partnership Performance

| Metric | Target | Measurement Period | Data Source |
|-------------------------|---------------------------------|--------------------|----------------------|
| Influencer ROI | 5:1 return on investment | Per campaign | Attribution tracking |
| Partnership Conversions | 25% of partner traffic converts | Monthly | Partner analytics |
| Affiliate Performance | \$50,000 monthly revenue | Monthly | Affiliate platform |
| PR Mention Value | \$100,000 earned media value | Monthly | PR analytics |
| Brand Awareness Lift | 15% increase in brand searches | Monthly | Search analytics |

TIER 3 KPIs - CUSTOMER EXPERIENCE METRICS

Website Performance

| Metric | Target | Measurement Period | Data Source |
|-----------------------|----------------------------|--------------------|----------------------|
| Page Load Speed | <3 seconds | Daily | PageSpeed Insights |
| Mobile Responsiveness | 100% mobile-friendly score | Weekly | Mobile testing tools |
| User Experience Score | >90/100 | Weekly | UX analytics |

| Metric | Target | Measurement Period | Data Source |
|------------------|--------------------|--------------------|------------------|
| Bounce Rate | <40% | Daily | Google Analytics |
| Session Duration | >3 minutes average | Daily | Web analytics |

Customer Satisfaction

| Metric | Target | Measurement Period | Data Source |
|--------------------------------|------------|--------------------|-----------------------|
| Net Promoter Score (NPS) | >50 | Monthly | Customer surveys |
| Customer Satisfaction (CSAT) | >4.5/5 | Monthly | Post-purchase surveys |
| Product Reviews Average | >4.5 stars | Weekly | Review platforms |
| Customer Support Response Time | <2 hours | Daily | Support platform |
| First Contact Resolution Rate | >80% | Weekly | Support analytics |

Product Performance

| Metric | Target | Measurement Period | Data Source |
|------------------------------|------------------------|--------------------|---------------------|
| Product Return Rate | <5% | Monthly | Returns system |
| Defect Rate | <2% | Monthly | Quality control |
| App Store Rating | >4.5 stars | Weekly | App store analytics |
| Feature Adoption Rate | >60% for core features | Monthly | Product analytics |
| User Engagement with Product | >22 hours daily wear | Weekly | Device analytics |

TIER 4 KPIs - OPERATIONAL METRICS

Supply Chain & Fulfillment

| Metric | Target | Measurement Period | Data Source |
|------------------------|---------------------------|--------------------|----------------------|
| Inventory Turnover | 6x annually | Monthly | Inventory system |
| Order Fulfillment Time | <24 hours | Daily | Fulfillment platform |
| Shipping Accuracy | >99% | Daily | Shipping system |
| Delivery Time | 2-3 business days average | Daily | Logistics tracking |
| Stock-out Rate | <5% | Weekly | Inventory analytics |

Financial Health

| Metric | Target | Measurement Period | Data Source |
|----------------------------|------------------|--------------------|---------------------|
| Gross Margin | >60% | Monthly | Financial system |
| Operating Margin | >15% | Monthly | P&L analysis |
| Cash Flow | Positive monthly | Monthly | Financial dashboard |
| Accounts Receivable | <30 days average | Monthly | Accounting system |
| Marketing Efficiency Ratio | <30% of revenue | Monthly | Financial analysis |

MEASUREMENT FRAMEWORK & TOOLS

Analytics Stack

| Tool | Purpose | Metrics Tracked | Update Frequency |
|--------------------|------------------------------------|-------------------------------------|------------------|
| Google Analytics 4 | Website performance, user behavior | Traffic, conversions, user journeys | Real-time |
| Facebook Analytics | Social media performance | Engagement, reach, conversions | Daily |
| Klaviyo | Email marketing performance | Open rates, click rates, revenue | Per campaign |
| Salesforce | Customer relationship management | Lead quality, sales pipeline | Real-time |
| Stripe | Payment processing analytics | Revenue, transaction success | Real-time |
| Hotjar | User experience analytics | Heatmaps, session recordings | Weekly |
| SEMrush | SEO and competitive analysis | Rankings, traffic, competitors | Weekly |
| Mixpanel | Product analytics | Feature usage, user engagement | Daily |

Dashboard Configuration

| Dashboard | Audience | Update Frequency | Key Metrics |
|---------------------|-----------------|------------------|---------------------------------|
| Executive Dashboard | Leadership team | Daily | Revenue, units sold, CAC, CLV |
| Marketing Dashboard | Marketing team | Real-time | ROAS, conversion rates, traffic |
| Sales Dashboard | Sales team | Real-time | Pipeline, conversion rates, AOV |

| Dashboard | Audience | Update Frequency | Key Metrics |
|----------------------|-----------------|------------------|---------------------------------------|
| Operations Dashboard | Operations team | Daily | Fulfillment, inventory, support |
| Product Dashboard | Product team | Weekly | Usage, satisfaction, feature adoption |

REPORTING SCHEDULE & ACCOUNTABILITY

Daily Reports (Automated)

- **Revenue & Sales Performance:** Total revenue, units sold, conversion rates
- **Marketing Performance:** Ad spend, ROAS, traffic, leads generated
- **Customer Support:** Ticket volume, response times, satisfaction scores
- **Operational Metrics:** Fulfillment times, inventory levels, system uptime

Weekly Reports (Manual Analysis)

- **Marketing Channel Performance:** Deep dive into each channel's ROI and optimization opportunities
- **Customer Acquisition Analysis:** CAC trends, channel effectiveness, customer quality
- **Product Performance Review:** User engagement, feature adoption, satisfaction metrics
- **Competitive Analysis:** Market positioning, competitor activities, pricing changes

Monthly Reports (Strategic Review)

- **Business Performance Review:** Comprehensive analysis of all KPIs against targets
- **Customer Lifecycle Analysis:** Acquisition, engagement, retention, and churn patterns
- **Financial Performance:** P&L analysis, cash flow, margin analysis
- **Strategic Recommendations:** Data-driven insights for business optimization

Quarterly Reports (Board Level)

- **Business Health Assessment:** Overall performance against annual goals
- **Market Position Analysis:** Competitive landscape and market share
- **Growth Strategy Review:** Expansion opportunities and strategic initiatives
- **Investment ROI Analysis:** Marketing spend effectiveness and future budget allocation

ALERT SYSTEM & THRESHOLDS

Critical Alerts (Immediate Action Required)

| Metric | Threshold | Alert Method | Responsible Team |
|---------------------|------------|---------------|-------------------|
| Daily Revenue | <\$5,000 | Slack + Email | Sales & Marketing |
| Website Downtime | >5 minutes | SMS + Slack | Technical team |
| CAC Spike | >\$150 | Email | Marketing team |
| Inventory Critical | <100 units | SMS + Email | Operations team |
| Customer Complaints | >5 per day | Slack | Customer success |

Warning Alerts (Monitor Closely)

| Metric | Threshold | Alert Method | Responsible Team |
|-----------------------|------------------|--------------|----------------------|
| Conversion Rate Drop | <2% for 3 days | Email | Marketing team |
| Customer Satisfaction | <4.0 rating | Email | Customer success |
| Return Rate Increase | >7% | Email | Product & operations |
| Support Response Time | >4 hours average | Slack | Customer support |
| Marketing ROAS | <3:1 for 7 days | Email | Marketing team |

SUCCESS BENCHMARKS & MILESTONES

December 2024 Milestones

- **Week 1:** 500 units sold, \$224,500 revenue
- **Week 2:** 1,000 units sold, \$449,000 revenue
- **Week 3:** 2,000 units sold, \$898,000 revenue
- **Week 4:** 3,500 units sold, \$1,571,500 revenue
- **Month Total:** 3,500 units, \$1,571,500 revenue

January 2025 Milestones

- **Week 1:** 4,500 units sold, \$2,020,500 cumulative revenue
- **Week 2:** 5,000 units sold, \$2,245,000 cumulative revenue
- **Week 3:** 5,250 units sold, \$2,357,250 cumulative revenue
- **Week 4:** 5,500 units sold, \$2,469,500 cumulative revenue
- **Month Total:** 2,000 additional units, \$898,000 additional revenue

Success Criteria Validation

| Milestone | Success Criteria | Measurement Method |
|------------------------|---|--|
| Product-Market Fit | >4.5 star average rating, <5% return rate | Review aggregation, returns analysis |
| Marketing Efficiency | CAC <\$100, ROAS >4:1 | Attribution modeling, financial analysis |
| Customer Satisfaction | NPS >50, CSAT >4.5 | Survey data, review analysis |
| Operational Excellence | >99% fulfillment accuracy, <24hr processing | Operations metrics |
| Financial Health | >60% gross margin, positive cash flow | Financial statements |

OPTIMIZATION FRAMEWORK

Continuous Improvement Process

1. **Daily Monitoring:** Track key metrics and identify anomalies
2. **Weekly Analysis:** Deep dive into performance trends and patterns
3. **Monthly Optimization:** Implement improvements based on data insights
4. **Quarterly Strategy Review:** Adjust overall strategy based on performance

A/B Testing Framework

| Test Category | Test Frequency | Success Metrics | Implementation |
|---------------|----------------|------------------------------|-----------------|
| Landing Pages | Weekly | Conversion rate, bounce rate | Google Optimize |

| Test Category | Test Frequency | Success Metrics | Implementation |
|------------------|----------------|-----------------------------------|-----------------------|
| Email Campaigns | Per campaign | Open rate, click rate, conversion | Klaviyo testing |
| Ad Creative | Bi-weekly | CTR, CPC, conversion rate | Platform native tools |
| Product Features | Monthly | Usage rate, satisfaction | Feature flags |
| Pricing Strategy | Quarterly | Revenue, conversion rate | Controlled rollout |

Performance Optimization Triggers

| Trigger | Action Required | Timeline | Responsible Team |
|--------------------------------|---------------------------------|-----------|------------------|
| CAC >\$120 for 3 days | Audit and optimize ad campaigns | 24 hours | Marketing |
| Conversion rate <2% for 5 days | Landing page optimization | 48 hours | Marketing + UX |
| Customer satisfaction <4.0 | Product and service review | 72 hours | Product + CS |
| Revenue 20% below target | Emergency strategy session | 24 hours | Leadership |
| Inventory <200 units | Expedite production/shipping | Immediate | Operations |

This comprehensive KPI framework provides complete visibility into MotionR's performance across all business functions, enabling data-driven decision making and continuous optimization for maximum growth and profitability.