

KPI OVERVIEW

INNOVATION DIGITAL STRATEGY

FORECAST	January	February	March	April	May	June	July	August	September	October	November	December
Total website traffic	-	-	-	400	450	600	650	700	800	900	950	1000
Twitter followers	460	480	510	520	540	560	600	610	640	700	730	750
YouTube subscribers	27	-	-	-	35	50	60	70	100	150	160	180
Podcast listeners	-	100	120	150	200	250	300	400	500	600	700	750
LinkedIn followers	265	270	275	280	285	305	310	340	380	450	460	470
Facebook likes	2	4	6	8	10	15	20	25	50	80	85	100
Instagram followers	50	80	120	150	180	200	240	260	300	340	400	450
Email subscribers	428	-	-	-	-	-	450	500	650	700	750	780

KEY
 Exceeded/hit target
 Below target

ACTUAL	January	February	March	April	May	June	July	August	September	October	November	December
Website												
Traffic				142	5,277	4,647	3,446					
Paid Search												
Direct				101	5,017	4,529	3,329					
Organic				42	78	45						
Referral/email				1	13	3	4					
Social				40	218	42	70					
Other												
Total	0	0	0	142	5290	4,647	3,446					

Behavior												
Bounce rate				41.41%	11.75%	3.43%	10.65%					
Page visits				683	13,479	11,670	9,926					

Social Media

Facebook

Likes	2	4	6	10	11	14	18
Reach	3	6	9	51	3,751	37	148
Engagements	8	10	14	16	27	13	26

Instagram

Followers	90	126	157	171	346	332	387
Reach	479	497	322	239	233	216	82
Engagements	27	37	23	19	77	44	27

Twitter

Followers	473	495	509	526	543	563	581
Engagements	132	191	116	248	164	203	221

LinkedIn

Followers	268	271	285	309	340	370	390
Engagements	11	14	15	37	159	349	58

Media

YouTube

Subscribers	27				32	33	
Views	1025				56	105	

Podcast

Listeners	0	480	572	593	534	493	623
Subscribers	0	3	8	8	8	8	17

Email

Subscribers	428					464	465
Opens							
Unsubscribed							