**KPI Report Example**

In this example report, color is used to indicate if the metric for a given month is above, below or at the average level. *Note: These metrics are made up for example purposes only*

Green = Better than Average.; Yellow = 1 – 5% outside of avg.; Red – more than 5% outside avg.

|  |  |  |  |
| --- | --- | --- | --- |
| Dimension | Last Month | Monthly Average | Status |
| Website: Monthly Active Users | 2112 | 1890 |  |
| Website: Traffic from Social  | 30 | 43 |  |
| Website: Returning Visitors | 16% | 14% |  |
|  |  |  |  |
| Email: Click-throughs | 26 | 19 |  |
| Email: Subscribers | 11 | 15 |  |
| Email: Unsubscribes | 1 | 2 |  |
|  |  |  |  |
| Facebook: Engagement (Reactions, Comments & Shares) | 9 | 15 |  |
| Facebook: Clicks | 2 | 10 |  |
| Twitter: Retweets | 7 | 14 |  |

In this report, we see that for the previous month:

The website is doing well. It has had more visitors than average and more returning visitors than average. However, website traffic from social media was down, indicating a need to review our tactics on social media over the last month.

Email had a good month, with greater than average click-throughs on emails, more subscribers and less unsubscribes than usual. We will review to see what worked well and do more of that.

Social Media did not have a good month and our activity needs to be reviewed. We will look at the content we posted, the times we posted and our use of “teaser” language to understand why engagement, clicks, and retweets were all way below average.