Goal Tree Maps

Company Goal

Long term objective or challenge that everyone in the company can understand and contribute to.

"35% revenue uplift in 2023"

Business Metrics

Primary goals for your website. These metrics should support your company goal and measure progress towards it

"Sign-ups", "Revenue"

Tactical Metrics

KPI broken down into smaller metrics you can tackle with your experimentation or optimization efforts.

"trial sign-up", "Cart additions"

Engagement metrics

Tracking interactions that visitors take with the website/app/ad content.

"Bounce rate", "Clicks on pricing in the nav".

speero
by CXL