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”