

KPI and Metrics Tracker for Market Launch

KPIs Overview

KPI	Description	Target Value	Current Value	Status
Market Share	Percentage of total addressable market captured	10%		
Units Sold	Total number of products/services sold	5,000		
Customer Acquisition Cost (CAC)	Average spend to acquire a new customer	\$50		
Monthly Active Users (MAU)	Number of unique users engaging monthly	3,000		
Customer Retention Rate	Percentage of customers retained post-launch	80%		

Metrics Detail

Metric	Measurement Frequency	Responsible	Current Value	Notes
Website Traffic	Weekly	Marketing		
Leads Generated	Weekly	Sales		
Sales Conversion Rate	Monthly	Sales		
Feedback/Reviews	Monthly	Support		
Support Tickets	Monthly	Support		

Summary Notes

Date	Update/Comment