

Metrics & KPIs Tracking Brief

Product Launch Campaign

Campaign Objectives

- Raise awareness of new product launch
- Drive product trials and sign-ups
- Convert leads to paying customers

Primary KPIs

KPI	Description	Target	Data Source
Impressions	Number of times the campaign is seen	500,000	Ad Platforms
Sign-ups	Number of users registering for the product	10,000	Product Database
Conversion Rate	Sign-ups divided by total visitors (%)	5%	Analytics Tools
Revenue	Total sales generated from campaign	\$50,000	Sales CRM

Secondary Metrics

Metric	Description	Monitoring Frequency
Website Traffic	Total unique visitors to landing page	Daily
Bounce Rate	Percentage of users leaving after first page	Weekly
Engagement Rate	Clicks, shares, and comments on promotional posts	Weekly
Customer Feedback	Average satisfaction score after product trial	End of Campaign

Reporting Timeline

- Initial report: After first 7 days
- Mid-campaign: After 3 weeks
- Final report: End of campaign

Responsible Stakeholders

- Marketing Lead: Campaign performance & optimization
- Data Analyst: Metrics tracking & reporting
- Product Manager: Overall launch success