Quru
Digital business with wisdom

KPI Workshop
Define your goals!

All websites should have a business purpose and targets you can measure. Without them there is no point of having the site in the first place.

Key performance indicators (KPI's) are the measurable targets for your web business that allow you to make sure that the purpose of your website is fulfilled. All stages of the website visits and customer life cycle, from the first marketing efforts through engagement and activation to nurturing campaigns, should have key performance indicators that will show whether progress is being made.

The purpose of **Quru KPI workshop** is to define the key performance indicators for your website and setup your analytics tools to track them. This is typically done in three phases:

Firstly, an email survey is carried out with individuals who are either responsible for some parts of the website or who regularly follow metrics that come from the site itself. This will help Quru consultants in defining what is important on the website and the general level of understanding of online business and analytics in your company.

In case additional information or involvement from other parties is needed, Quru may interview key business influencers to get their commitment and to gather additional requirements for the website metrics. Quru will also map out who in the organization would benefit from the data and in what formats it would best shared.

The second part of KPI definition is the actual KPI workshop. This is typically a three-hour workshop to discuss with the customer the business goals of the website, the activities the visitors should take, and the ways to attract visitors and how to achieve the goals. The KPI workshop also includes a short introduction to web analytics and the purpose and advantages of KPI's.

Third part of the project is the creation and discussion of the final metrics. Based on the workshop, Quru will define a first set of proposed KPI's and share it with the stakeholders. The proposal will be discussed over email or in a second workshop, after which the final first set of metrics will be created.

The results can then be used for setting up your online analytics and metrics for the target website or for updating the existing implementation to correspond with the defined business needs. The results are also used as a basis for creating the necessary dashboards and tailored reports for tracking the progress of the digital business programs that will follow.

Deliverables:
- Summary of workshop results and website goals.
- The first set of key performance indicators for your web business and for all the customer life cycle phases on the target website.
- A proposal for metrics for tracking the progress on analytics tools.

Additional modules:
- KPI definition is typically followed by Quru Analytics Setup.

Requirements from the customer:
- Delivering information about all existing website metrics and reports.
- Participation in surveys and workshops.
- Approval of the KPI's and the proposed set of metrics.

Price 3 600 euros (VAT 0%) with a pre-survey and one 3-hour workshop.

Quru

About Quru

We have one goal: To make our clients a billion

Think of us as digital detectives. We forensically examine every clue to enable you to save or make more returns on your advertising spend. Everyone using the Internet leaves a digital fingerprint or a trail. We help you understand what the trails mean, what your customers are looking for and guide you about what you need to change and why.
- We drive your business with a very quick ROI.
- We will build you a team that can analyze the value of the whole Internet journey of your customers.
- We handle your reports and manage your online and tagging tools.
- We are not after an easy cut of your marketing money, we build long-lasting partnerships .
- Our world-class team has over 100 years of experience from Internet business development and can support any analysis tool you pick.
- With us, you can outsource the operational without worries so that you can concentrate on strategy and planning.