



TRANSFORMING 'I THINK' TO 'I KNOW'

KPI DEVELOPMENT

Measurable business objectives designed to deliver value back into the business.

WHAT DO YOU REGARD AS SUCCESS?

KPI is a simple 3-letter acronym that strikes fear into the hearts of many people. Their minds seize up, processes slow and their positive thinking vanishes into thin air. A raft of thoughts fumble their way through a fog of definitions...

Identifying and understanding what you regard as success should be fundamental to any initiative, getting them understood across the organisation by your stakeholders is just as important.

WHY THEY ARE USEFUL

Creating a series of KPIs will help you and your team understand how everything you do tracks back to your organisation's key goals and objectives. In addition, they:

- Help you to focus on what's important, what's working and what can be improved.
- Measure success across the whole customer journey.
- Enable you to develop more informed, customer targeted content plans.

- Help you to make informed decisions about how to influence an outcome or conversion.
- Start the journey towards true personalisation.

HOW TO USE THEM

Understand performance across the entire user journey, update plans, improve user experiences and predict outcomes based on really knowing what your digital customers are doing.

- Empower your team to use data-driven insights rather than gut instincts.
- Focus your analytics dashboards on value drivers to your business.
- Modify your communication plans based on known results.
- Realign budgets to better optimise spend and ROI.

THE DIGITAL BALANCE APPROACH

Work with us to identify the specific KPIs that support your goals and objectives, which you believe influence an outcome or conversion for your business.

Through interactive and engaging workshops, our planners

and analysts help you develop the performance indicators that matter. Focusing on 'smart' metrics throughout the customer journey and the key groups that deliver value back to your business. We'll also help to identify different technologies that can be used to measure each KPI and how to use KPIs to inform and influence future decisions.

ABOUT DIGITAL BALANCE

Our aim is to help clients change their digital behaviour. We want to transform 'I think' to 'I know' and we do that by immersing ourselves in customer-based data, research and industry best practice.

We are proud to partner with Adobe across the APAC region, implementing Adobe's Digital Marketing tools for many of Australia's best-known brands.

LEARN MORE

Visit our site and learn more about KPI development:
www.digitalbalance.com.au