KPI categories

INTEGRATED METRICS: PROGRAM ACTIVITIES/AWARENESS DRIVERS

- # of News Releases
- # of Media Interviews
- # of Analyst Interactions
  - Briefings / Inquiries / Consults
- # of Blogger Engagements
- # of Customer Engagements
- # of Stakeholder Meetings
- # of Stakeholders Engaged
- # of Proactive Calls
- # of Proactive Emails
- # of Reactive Inquiries
- # of Product Launches
- # of Events Managed
- # of Event Attendees
- # of Speaker Placements
- # of Case Study Placements
- # of Speaker Abstracts
- # of Online Searches
- # of Blog Posts
- # of Video Posts
- # of Podcasts
- # of Web Site Pages/Edits
- # of Collateral Created
- # of Customer References
- # of Third-Party References
- # of Awards Identified
- # of Awards Pursued
- # of Online Ad Placements
- # Paid Media Impressions
- # of Offline Ad Placements
- # of Direct Mail Campaigns
- # of Emails Sent / Opened
- # of Employee Events
- # of Employee Mailings

INTEGRATED METRICS: EARNED & SOCIAL MEDIA

- Earned Media Placements
- Earned Media Impressions
- Earned Media Prominence/Visibility
- Earned Media Favorability
- News Release Downloads
- News Release Pick-Up Ratio
- # of Executive Quotes
- Share of Executive Visibility
- Key Message Penetration
- Topic / Issue Associations
- Market Category Associations
- Brand Attribute Associations
- Standalone Story Ratio
- Competitive Invasion Ratio
- Key Audience Penetration
- # Analyst Report Mentions
- Social Media Placements/Owned Channels
  - # Tweets
  - # Posts
  - Community Engagement
- Social Media Placements/ General Populous
  - # Tweets/Retweets
  - # Mentions
  - Likes/Comments
- Social Media Favorability
- Conversation Share (Overall and by Channel)
  - Social Network References
  - Comments / Links / Views / Votes
- Community Penetration
- Share of Voice
- # Fans/Followers
- Social Net Promoter

INTEGRATED METRICS: COMMUNICATIONS OUTCOMES

- Stakeholder awareness
  - Customers, employees, partners, etc.
- Stakeholder attitudes
  - Customers, employees, partners, etc.
- Stakeholder behaviors
  - Customers, employees, partners, etc.
- Stakeholder actions
  - Customers, employees, partners, etc.
- Customer consideration / preference
- Customer purchase
  - Sales/revenue growth
  - Market share
- Customer satisfaction / loyalty
  - NetPromoter score
- Employee morale / engagement
- Company / product brand equity
- Online engagement
  - Web site registrations / downloads
  - Average engagement time
  - Online sales / donation volume
  - Customer problem resolution
- Reputation
  - Corporate Reputation
  - Executive Reputation
  - Fortune Most Admired
  - Awards Secured / Won
- Advocacy
  - Net Favorability
  - # of Expressed Opinions
  - # of Comments / Votes / Bookmarks
  - # of Recommendations

INTEGRATED METRICS: RETURN ON INVESTMENT

- Effectiveness
  - Lead Value Contribution
  - Sales/Revenue Contribution
  - Stock Price Increase
  - Market Cap Growth
  - Reputation Value Increase
  - Brand Equity Growth
- # of Qualified Leads
- # of Email Responses
- # of Event Attendees
- # of Collateral Downloaded
- Word of Mouth Volume
  - WOM Favorability
  - WOM Recommendations
  - WOM Propensity to Relay
- Online Search Rank / Share
- Click-Through Volume / Rate
- Efficiency
  - Cost/Impression
  - Cost/Thousand (CPM)
  - Cost/Lead
  - Cost/Sale
  - Cost/Registration
  - Cost/Download
  - Cost/Expressed Opinion
  - Cost/Recommendation
  - Cost/Engagement
  - Cost/Action
  - Cost/Problem Resolved
  - Online Conversion Rate
- Marketing Mix Analysis
- Custom Worth Evaluation