

# Key Performance Indicators *for* Online

## LEADS generated by online

Leads generated from Call Back requests from web	Unique page views (visits)	Call backs	Confirmed leads
<i>From visits to Fast Call back page</i>	<b>15,236</b>	<b>352</b>	<b>202</b>
<i>From visits to Insurance quote</i>	...	...	...
<i>From visits to Life assurance quote</i>	...	...	...
<i>From visits to Pension calculator</i>	...	...	...

  

Leads generated from contacts to Local Advisors coming from web	Unique page views (visits)	Calls or Emails	Confirmed leads
<i>From visits to Find an Advisor page</i>	...	...	...

  

Leads generated from contacts to Customer Service from web	Events	Calls or Emails	Confirmed leads
<i>From visits sitewide that forward to FreeCall number</i>	...	...	...
<i>From panel linking to fastquote@web.com</i>	...	...	...

  

Leads generated from referrals to a friend from web	Page visits	Referrals	Confirmed leads
<i>From completions of referrals to a friend form</i>	...	...	...

  

Leads from any other online contacts	Events	Calls or Emails	Confirmed leads
<i>From web feedback online form</i>	...	...	...

## SALES generated by online

Sales of FastTravel Insurance	Quote step 1 -> step 2	Applications started	Confirmed sales
<i>FastTravel online sales</i>	<b>6,878 -&gt; 963</b>	<b>532</b>	<b>356</b>

## Online reputation

Social Networks	
<i>Twitter followers</i>	...
<i>Twitter retweets</i>	...
<i>Twitter @mentions</i>	...

  

Blog	
<i>Visits</i>	...
<i>Comments</i>	...

## Other KPIs

Cost savings: PDF downloads mitigating need for postal charges	Downloads	Postal charge	Saving
<i>Downloads of Product Booklets</i>	<b>8,323</b>	€ <b>1.25</b>	<b>\$10,404</b>
<i>Downloads of Claim Forms</i>	...	...	...
			<b>\$10,404</b>

This is a sample of a **Key Performance Indicator (KPI) Dashboard** created as part of a Web Strategy & Governance optimization project.

The aim of this list of KPIs is to clarify the most important measures used to define online success and to keep investment & effort aligned among competing interests.

To find out how to obtain your own set of KPIs, visit [www.diffily.com/services](http://www.diffily.com/services)

