

Key Performance Indicators (KPI) Document

Document Details

Department / Team	Marketing
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Overview

This document outlines the primary Key Performance Indicators (KPIs) for the Marketing Department for Q1 2024. The aim is to provide measurable metrics that align team efforts with business objectives.

KPIs Table

KPI	Target	Measurement Method	Frequency
Website Traffic Growth	+15% vs Q4 2023	Google Analytics Report	Monthly
Lead Generation	500 new leads	CRM System	Quarterly
Email Campaign Open Rate	25% or higher	Email Marketing Platform	Per Campaign
Social Media Engagement	10,000 total interactions	Social Analytics Tools	Monthly

Responsible Parties

KPI	Owner
Website Traffic Growth	SEO Specialist
Lead Generation	Inbound Team Lead
Email Campaign Open Rate	Email Marketing Manager
Social Media Engagement	Social Media Coordinator

Review & Updates

KPI results will be reviewed at the end of each month, and strategies will be adjusted as needed to ensure alignment with business goals.

Important Notes

- KPI documents should be reviewed and updated regularly to reflect changing business priorities.
- Targets must be specific, measurable, achievable, relevant, and time-bound (SMART).
- Clear ownership of each KPI ensures accountability and progress tracking.
- Consistent and transparent reporting promotes organizational alignment and performance improvement.