Key Analytics for Tracking Membership Goals

	Recruitment	Renewal	Content	UX	Engagement
TACTICS	• Understand competitors • Measure the success of specific marketing channels • Measure success of user journeys	• Understand key renewal indicators • Define engagement scoring methodology • Understand usage	• Understand popular authors • Understand cost of content production • Understand publishing schedule V views	• Support queries • Customer feedback • Page interactions	• Understand current usage • Explore personas • Look for patterns to aid personalisation • Insight sharing
KPIS	• Conversions • Marketing Email click through data • CR% by channel • Landing page performance	• Renewal rate • Late payers • Propensity to renew • Key journey conversions • NPS	• Views Time on Page • Top authors • Author value (cost V conversion) • Star ratings • Out-of-date content	• No of support queries • Journey/goal completion • Feedback (comments, page level feedback etc)	• Top content interests • Return visits • Return paths • No. of shares • Reach
EXAMPLE SOURCES	• Email tool data • CRM • Google Analytics • HotJar	• Email tool data • CRM • Google Analytics • HotJar	• Google Analytics • CRM	• Google Analytics • HotJar • Surveys • Call Centre feedabck	• Google Analytics • Social Media Page Insight

Define tools, goal owner, internal contributors, and missing skills