

## Campaign Monitoring: Indigo's Top 21 Key Performance Indicators

<b>Season Communications</b>	
1. <b>Cost per individual brochure</b>	Total cost ÷ number of brochures produced
2. <b>Average value of sales per brochure</b>	Income ÷ number of brochures
3. <b>Average number of visitors per brochure</b>	Number of visits or tickets sold ÷ number of brochures
4. <b>Brochure ROI</b>	Total income generated in the post circulation period divided by total cost
<b>Digital &amp; Social Media</b>	
5. <b>Unique visitors to website</b>	Taken from Google analytics
6. <b>Time spent on site</b>	Taken from Google analytics
7. <b>% traffic from search engines, direct &amp; referrals, including social media</b>	Taken from Google analytics
8. <b>% who book a ticket</b>	From box office reports
9. <b>% online sales</b>	From box office reports
<b>Direct marketing &amp; advertising</b>	
10. <b>Direct mail response rates</b>	Number of responses ÷ number sent
11. <b>Direct mail cost per ticket/ visitor</b>	Cost ÷ number of visitors
12. <b>Advertising response rates</b>	Number of responses ÷
13. <b>Advertising cost per ticket/ visitor</b>	Cost ÷ tickets/ visitors
14. <b>Direct mail &amp; Advertising ROI</b>	Total income generated ÷ total cost
<b>Sales, Visits &amp; Marketing ROI</b>	
15. <b>Marketing spend per visitor and/ or per ticket</b>	Marketing spend ÷ visits/ tickets
16. <b>Average ticket yield</b>	Income ÷ number of tickets sold
17. <b>% tickets sold at full price</b>	From box office reports
18. <b>Total income from ticket sales</b>	From box office/ finance reports
19. <b>Booking/ Visitor patterns</b>	From box office reports
20. <b>% new bookers/ visitors</b>	From box office reports
21. <b>Top 10 postcodes</b>	From box office reports