



KPIs per Channel und Phase (Beispiele)

	Facebook	Instagram	LinkedIn	YouTube	Twitter	Influencer
SEE	CPM (€€€) CPV (€€€) Amplification (Shares) Conversation (Comments) Applause (Reactions)	CPM (€€€) CPV (€€€) Conversation (Comments) Applause (Reactions)	CPM (€€€) CPV (€€€) Amplification (Shares) Conversation (Comments) Applause (Likes)	CPM (€€€) CPV (€€€) Amplification (Shares) Conversation (Comments) Applause (Likes/Dislikes)	CPM (€€€) CPV (€€€) Amplification (ReTweets) Conversation (Threads) Applause (Likes)	CPM (€€€) CPV (€€€) Interaktions- raten
THINK	Traffic/ Klickraten Website Goal Value (€€€)	/	Traffic/ Klickraten Website Goal Value (€€€)	/	Traffic/ Klickraten Website Goal Value (€€€)	Traffic/ Klickraten Website Goal Value (€€€)
DO	CPO Cost per CLV	/	CPO Cost per CLV	/	/	CPO Cost per CLV
CARE	Reaktionszeiten	/		Views		/