



# WCA Global

KPI's Strategy



# WCA Campaign's

## Campaign Goals

- **Lead Generation** – Collect potential customer information through forms or inquiries.
- **Website Traffic** – Drive more visitors to your website or landing pages.
- **Engagement** – Increase interactions such as likes, shares, comments, and time spent on content.
- **Conversion Optimization** – Focus on getting users to take a specific action (purchase, sign-up, booking, etc.).
- **App Installs** – Get more downloads and installations of a mobile application.



# WCA Campaign's

## Campaign Goals

- **Retention & Loyalty** – Encourage repeat purchases or engagement from existing customers.
- **Email Subscribers** – Grow your email list for future marketing efforts.
- **Video Completion Rate** – Ensure users watch your videos till the end.
- **Increase Click-Through Rate (CTR)** – Improve the number of clicks on your ads or links.
- **Customer Reviews & Testimonials** – Encourage satisfied customers to leave positive feedback.



# WCA Campaign's

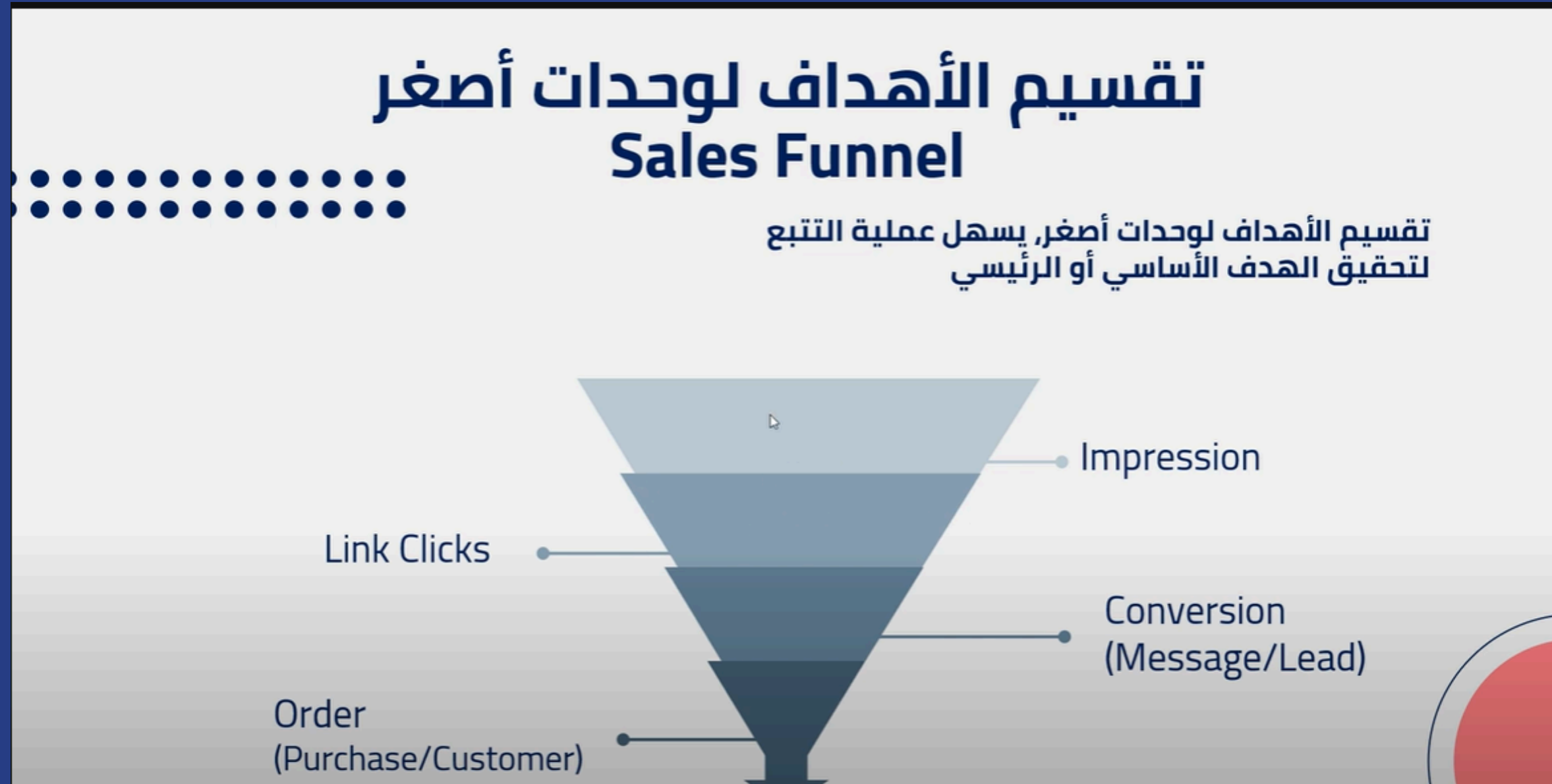
## Campaign Goals

- **Offline Sales & Store Visits** – Drive foot traffic to physical locations.
- **Influencer Collaborations** – Boost credibility and reach by leveraging influencer partnerships.
- **Event Registrations** – Get more sign-ups for webinars, conferences, or workshops.
- **Market Expansion** – Target a new geographic location or customer segment.
- **Product/Service Awareness** – Educate users about a specific offering within your brand.



# WCA Campaign's

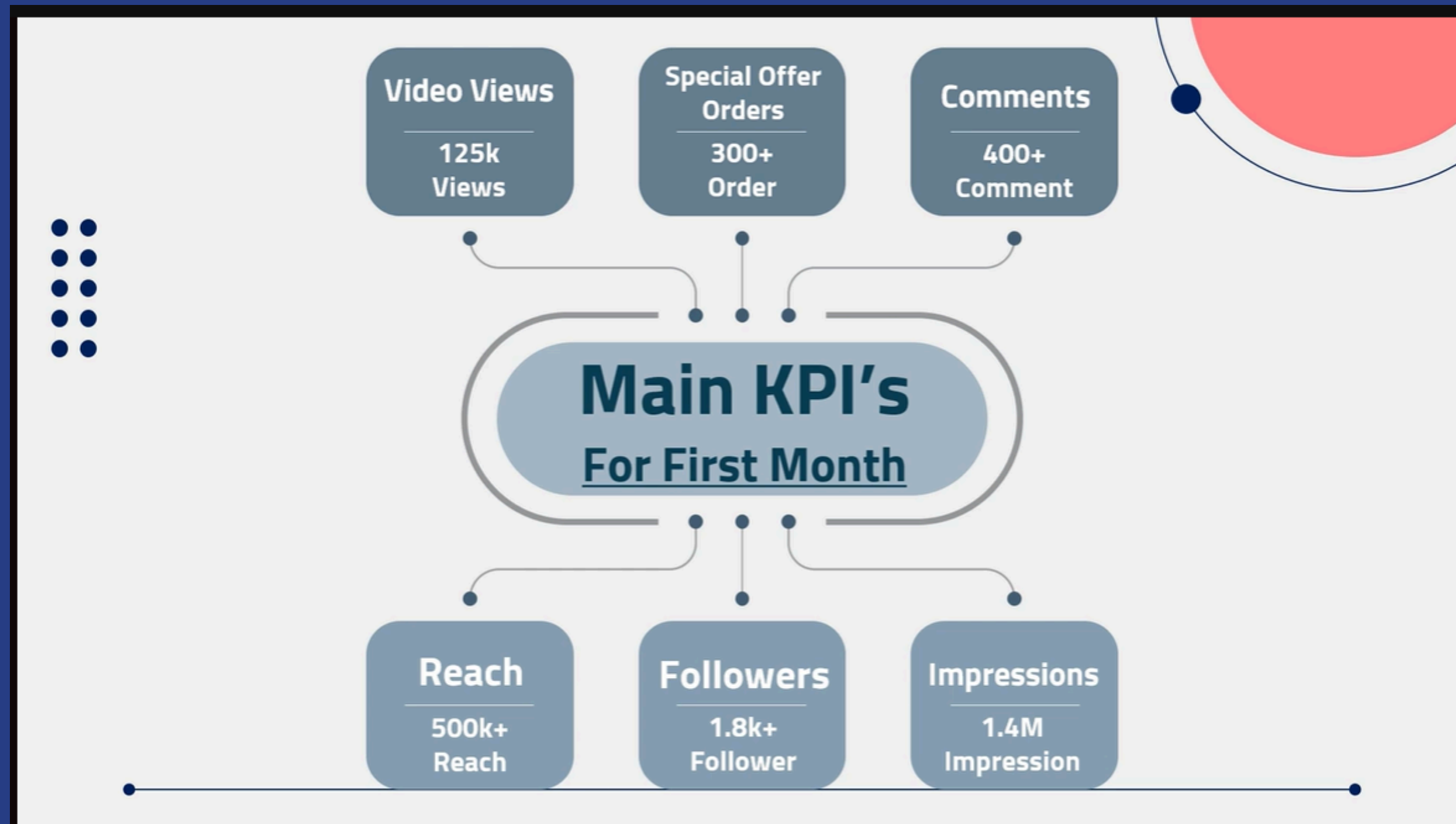
## Sales Funnel





# WCA Campaign's

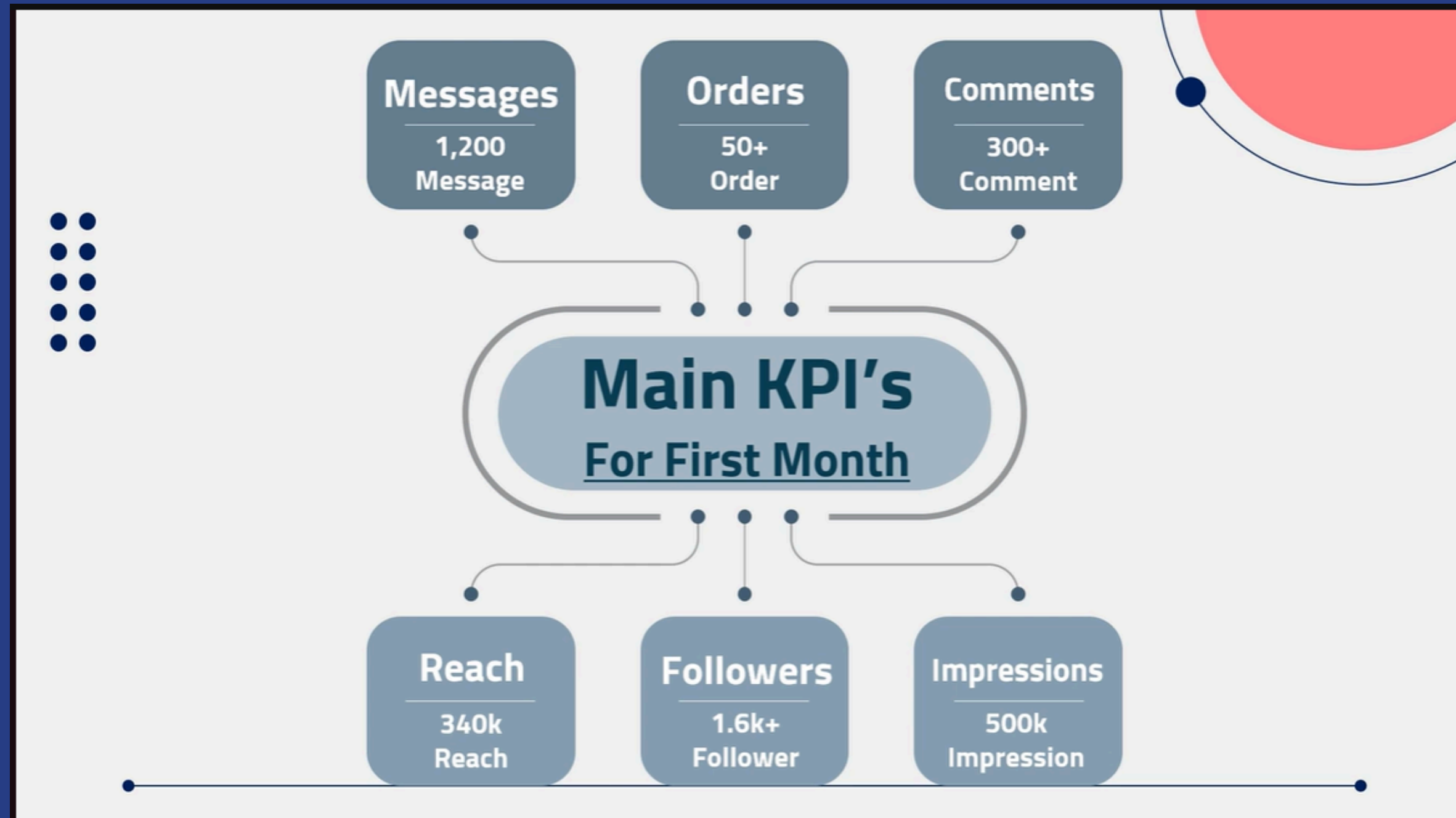
## KPI's Sample 1





# WCA Campaign's

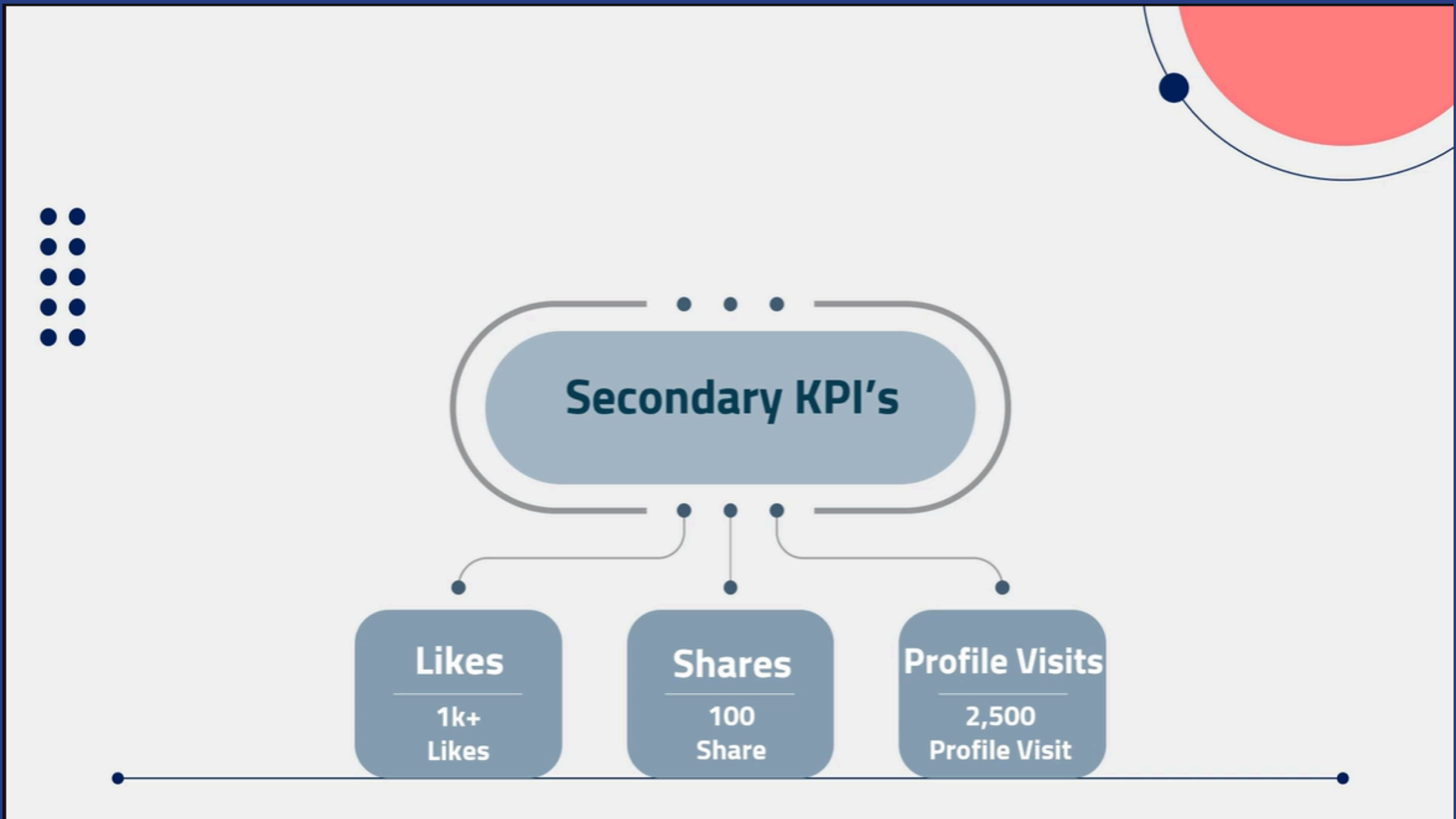
## KPI's Sample 2





# WCA Campaign's

## KPI's Sample 3







# WCA Campaign's

## META Dashboard

The screenshot shows the 'Customise Columns' dialog box in a META dashboard. The dialog is titled 'Customise Columns' and has a search bar at the top with the text 'Comme' and a 'Create custom metric' button. The left sidebar is divided into several categories: Performance, Engagement, Conversions, Settings, A/B test, and Optimisation. Under 'Engagement', 'Post comments' is selected. The main area shows '1 COLUMN' with 'Post comments' checked. The right sidebar shows '10 COLUMNS SELECTED' and lists various metrics: Campaign, Amount spent, Impressions, Ends, CPM (cost per 1,000 impressions), Link clicks, CPC (cost per link click), Messaging conversations started, Post comments, and Cost per messaging conversations started. At the bottom, there is a 'Save as a column preset' checkbox, a 'Cancel' button, and an 'Apply' button.

## Performance Sheet



# WCA Campaign's

## KPI's Management Report

### Highlights

الميزانية التي تم صرفها: ج.م. 9,822.88

الإعجابات الجديدة

1,915

عدد المتابعين الجدد للصفحة

عدد الوصول

495,752

عدد من رسائلهم من الأشخاص من خلال الحملات الإعلانية

التفاعل

4,212

مجموع الإعجابات، التعليقات، حفظ المنشور، المشاركات

مرات ظهور الإعلانات

1,410,683

عدد مرات ظهور الإعلان للملاء

زيارات الصفحة

35,961

رسائل الصفحة

625

مشاهدات الفيديو

124,664

الطلبات المخصصة

373



# WCA Campaign's

## KPI's Management Report

### أفضل المنشورات - رقم 1:



حقق وصول لـ 28,508 شخص  
عدد مرات ظهور 52,561

تفاعل: 533

التفاعل هنا يتضمن زيارة الصفحة ورؤية الصور

رسائل: 42 رسالة

الدفع: ج.م. 343



**Success is the sum of  
small efforts, repeated  
day in and day out.**