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

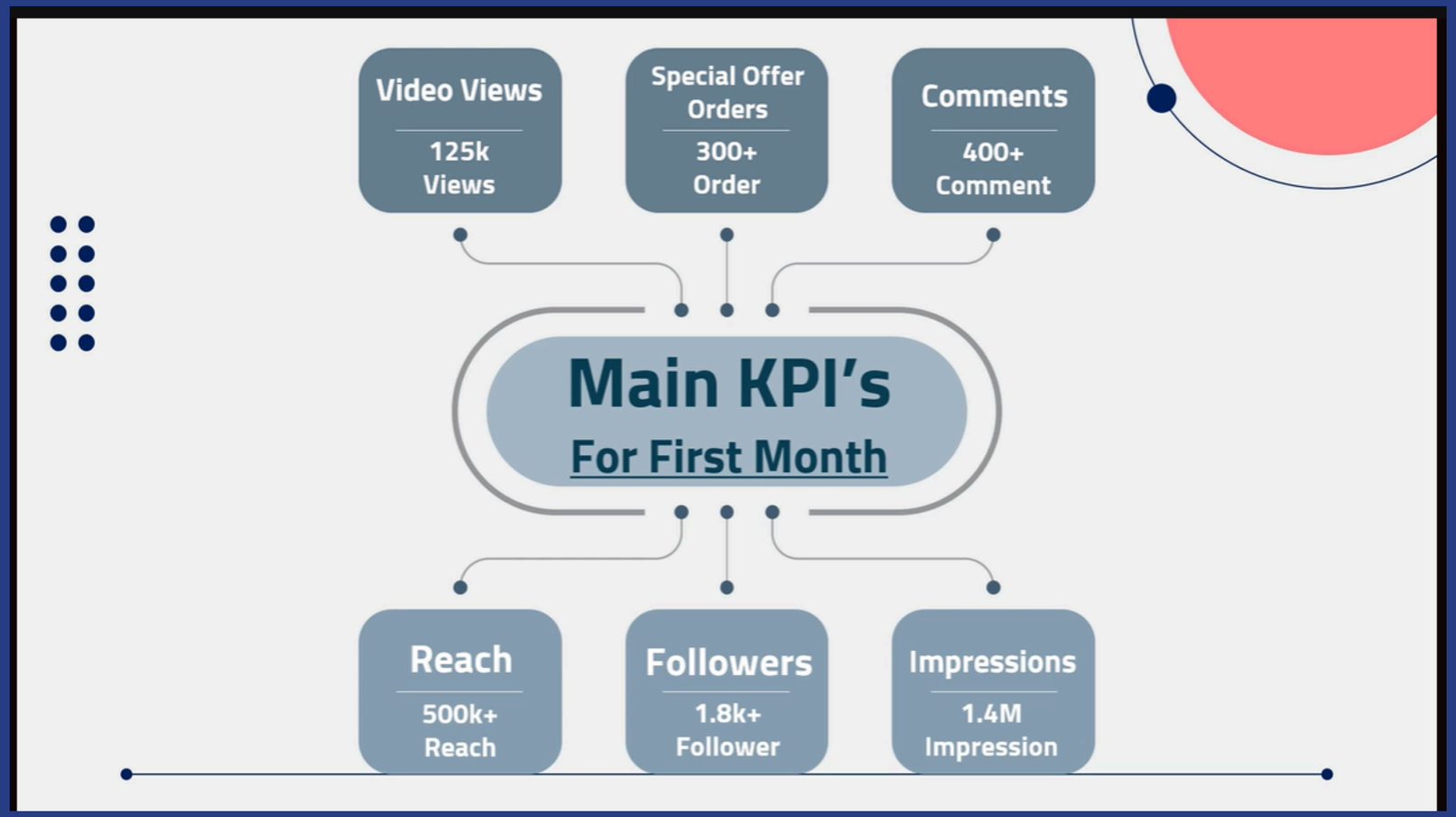
- **Offline Sales & Store Visits** – Drive foot traffic to physical locations.
- **Influencer Collaborations** – Boost credibility and reach by leveraging influencer partnerships.
- **Event Registrations** – Get more sign-ups for webinars, conferences, or workshops.
- **Market Expansion** – Target a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

WCA Campaign’s

Sales Funnel

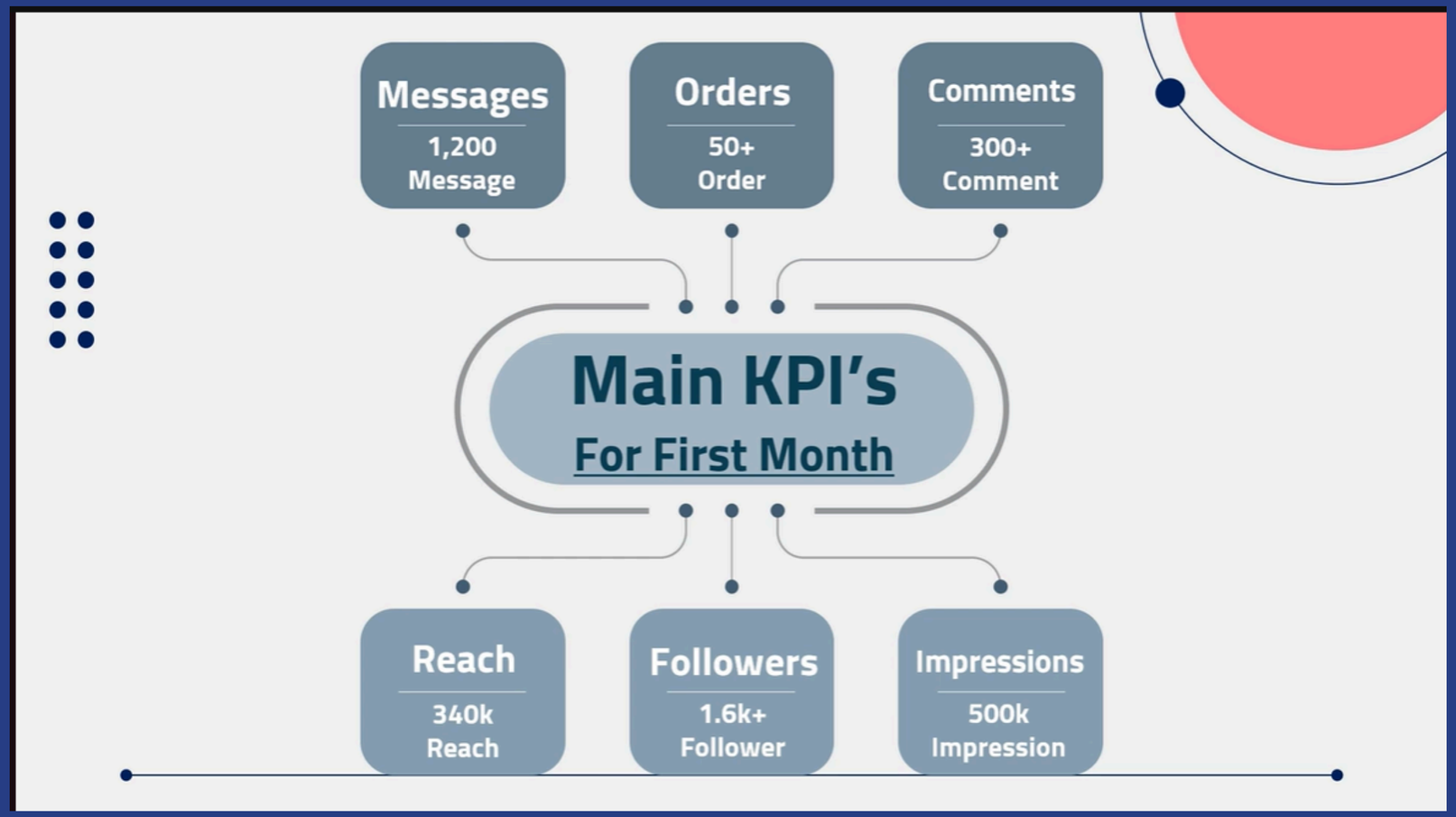
WCA Campaign’s

KPI’s Sample 1



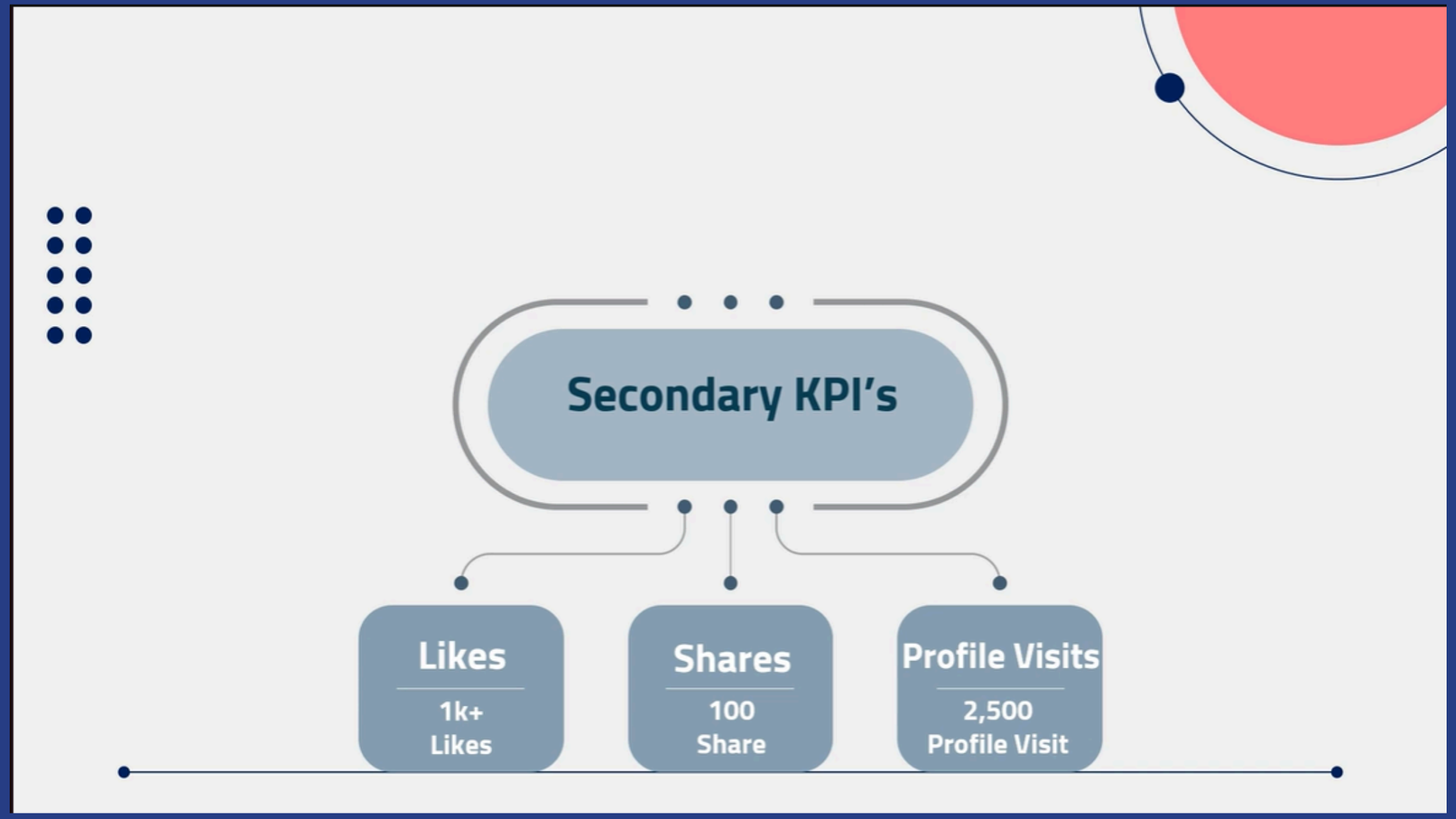
WCA Campaign’s

KPI’s Sample 2



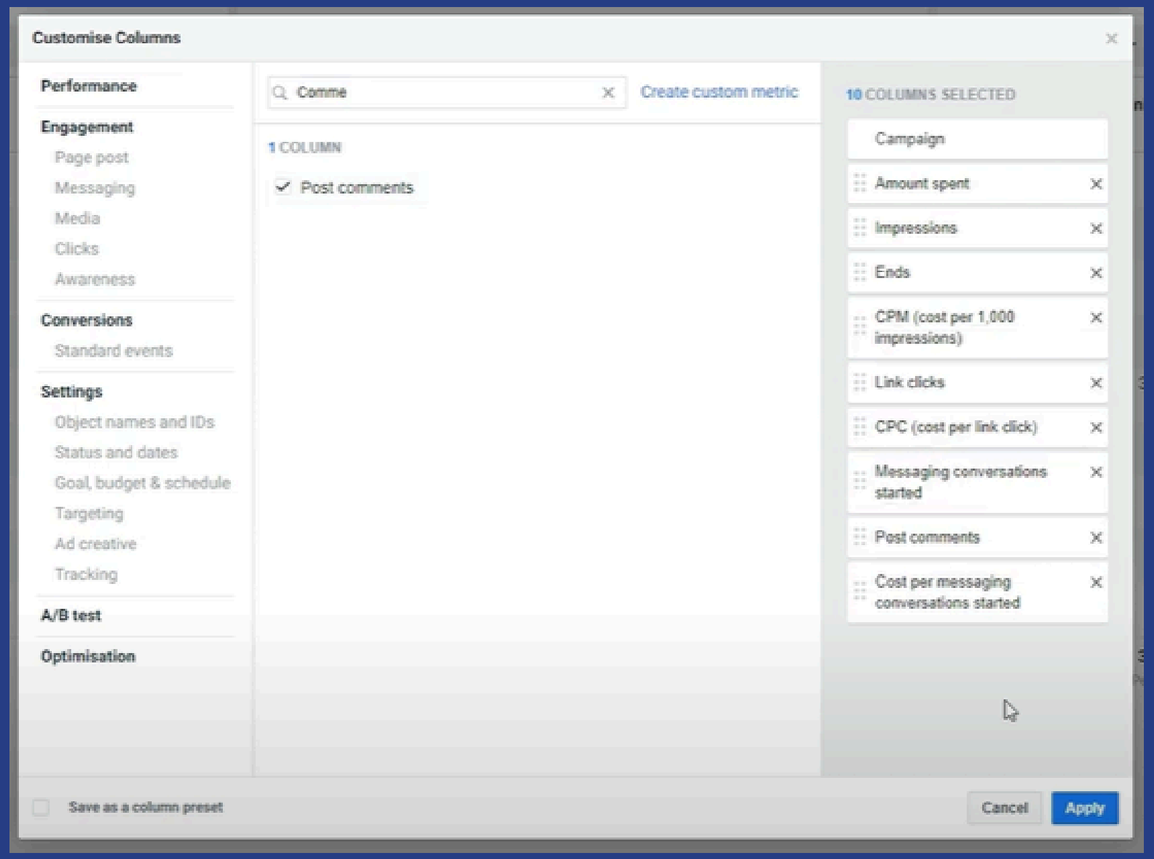
WCA Campaign’s

KPI’s Sample 3



WCA Campaign’s

META Dashboard



Performance Sheet

WCA Campaign’s

KPI’s Management Report

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.