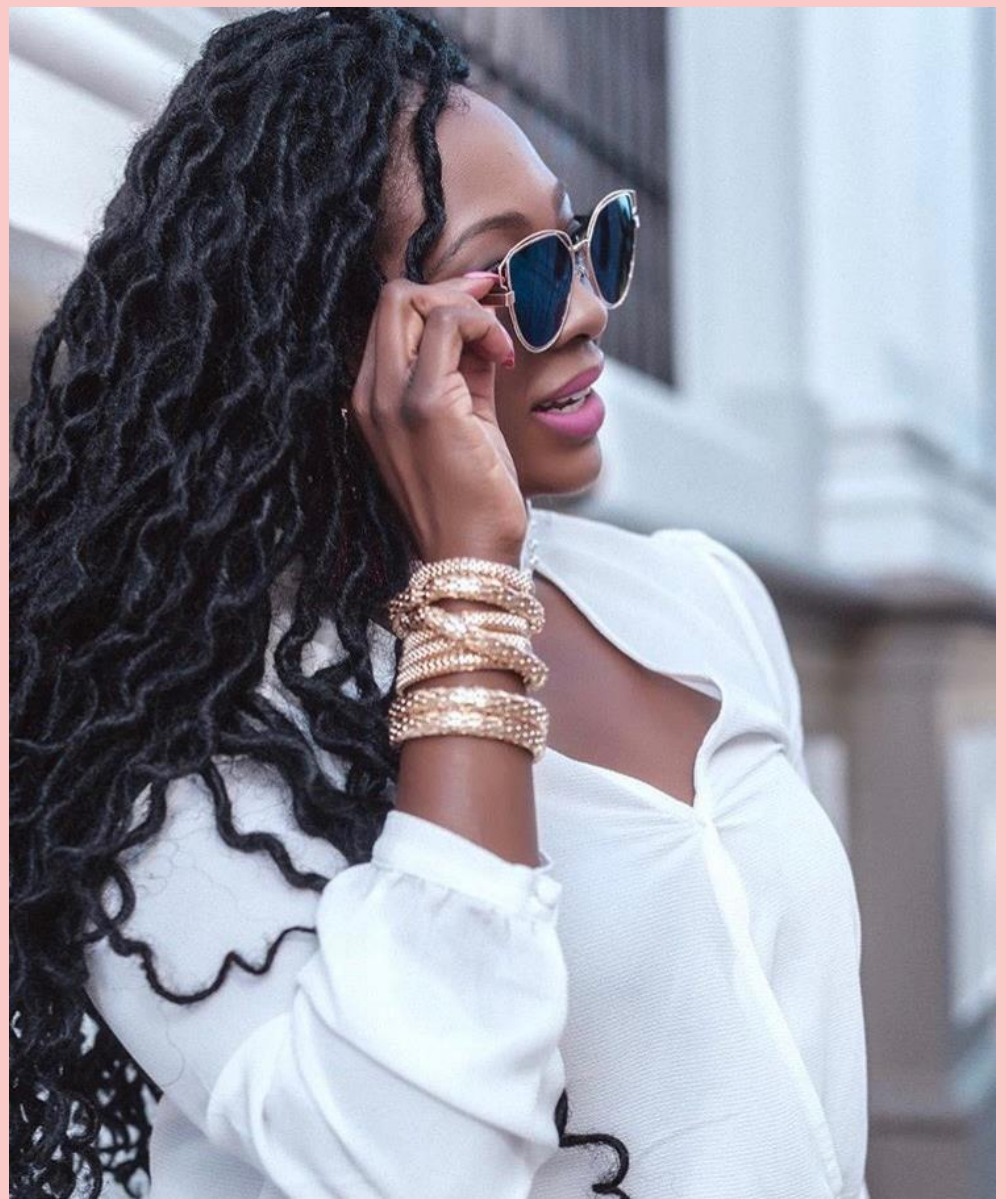




BOHOLOCS®
GOALS



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OVERARCHING GOALS

TO INCREASE SALES TO OVER **\$300K** PER
MONTH BY INCREASING BUSINESS DEPTH AND
STOCK ON KEY LINES.



SUB GOALS

SALES

To **Double** Sales on
Bronde Boho Mermaid
Locs

CUSTOMERS

To Get Repeat
Customers To **30%**

CONVERSION

To Increase Website
Conversion Rate To **2%**

WHOLESALE

To Launch The
Wholesale Program In
The USA And Maybe
The U.K

KEY PERFORMANCE INDICATORS

1

TO BE ABLE TO MEASURE HOURLY, DAILY, WEEKLY, MONTHLY AND ANNUAL SALES OF ALL PRODUCTS WITH THE KEY PRODUCT BEING BRONDE BOHO MERMAID LOCS

2

MEASURE THE REPEAT CUSTOMER RATE/PURCHASE FREQUENCY.

3

TRACK SHOPPING AND ABANDONMENT RATE

4

MEASURE AVERAGE ORDER VALUE

5

TRACK CUSTOMER LIFETIME VALUE

6

TRACK REVENUE BY CHANNEL

7

MEASURE WEBSITE CONVERSION RATE

8

TRACK CONVERSION RATE BY DEVICE

9

TRACK CONVERSION FROM SOCIAL CHANNEL



GOOGLE ANALYTICS/TAG MANAGER TRACKING GOALS



CONVERSION RATES

- CONVERSION OF TRAFFIC SOURCE
- CONVERSION OF NEW VS RETURNS CUSTOMERS
- REVENUE
- PROFIT
- ROI
- ROAS
- CONVERSION BY PRODUCT

GOOGLE ANALYTICS/TAG MANAGER TRACKING GOALS



TRAFFIC SOURCES



- DIRECT
- ORGANIC
- REFERRAL
- SOCIAL
- EMAIL
- PAID

GOOGLE ANALYTICS/TAG MANAGER TRACKING GOALS

- BOUNCE RATES
- TIME ON SITE
- AVERAGE PAGES PER VISIT
- PERCENTAGE OF RETURNING VISITORS
- FREQUENCY OF VISITS
- DAYS SINCE LAST SESSION
- AUDIENCE ENGAGEMENT RATE



ENGAGEMENT



2018 *PERFORMANCE TARGETS*



1

AUGUST 2018 WE SOLD **156**

BRONDE BOHO MERMAID LOCS

WE NEED TO AIM FOR **312** PER
MONTH.

AUGUST REPEAT CUSTOMER
RATES WAS **25.2%** OCTOBER
ONWARDS WE NEED TO
IMPROVE CLOSER TO **30%**

2



2018 *PERFORMANCE TARGETS*

2018 *PERFORMANCE TARGETS*



3

AUGUST AOV (AVERAGE ORDER
VALUE) IS **\$161.56** FROM
OCTOBER **ONWARDS** WE NEED
TO INCREASE TO **\$170** (USING
UPSELLS E.G. HIGHLIGHT KITS
AND JEWELLERY KITS)

2018 *PERFORMANCE TARGETS* 4



4

AVERAGE WEBSITE
CONVERSION RATE WAS
1.29% AND FROM OCTOBER
ONWARDS IT NEED TO BE
INCREASED TO **1.45%**.



THIS SH*T IS FOR US