

Business Lever	Function	Industry	Metric Type	Abbreviation	Description	Description	Calculation	Reference
Volume	Online Marketing	Any	Measure		Uninstalls	number of app user that uninstall an app		
Price	Marketing	Hotel	Index	ARI	Avg Rate Index	an operating unit's average daily rate relative to a comparable competitive set	ADR of Operating Unit / ADR of competitive set	<a href="http://www.strglobal.com/resources/glossary">http://www.strglobal.com/resources/glossary</a>
Volume	Marketing	Hotel	Index	MPI	Market Penetration Index	an operating unit's occupancy relative to a comparable competitive set	OCC of Operating Unit / OCC of competitive set	<a href="http://www.strglobal.com/resources/glossary">http://www.strglobal.com/resources/glossary</a>
Price	Revenue Management	Hotel	Index	RGI	Revenue Generation Index	an operating unit's RevPar relative to a comparable competitive set	RevPar of Operating Unit / RevPar of competitive set	<a href="http://www.strglobal.com/resources/glossary">http://www.strglobal.com/resources/glossary</a>
Volume	Direct Marketing	Any	Measure		Devices Reached	Number of pushes that actually reach devices		
Volume	Direct Marketing	Any	Measure		Email clicks	number of marketing campaign targets that click on a link in an email		
Volume	Direct Marketing	Any	Measure		Email downloads	number of marketing campaign targets that download from an email		
Volume	Direct Marketing	Any	Rate		Email offer conversion	% of users who complete registration from an offer		
Volume	Direct Marketing	Any	Measure		Email opens	number of marketing campaign targets that open an		
Volume	Direct Marketing	Any	Measure		Email opt outs	number of marketing campaign targets that request to be removed from marketing list		
Volume	Direct Marketing	Any	Measure		Emails Sent	Number of pushes sent		
Volume	Online Marketing	Any	Rate		Conversion Rate	number of unique online visitors that convert into sales divided by unique cost of online visitors	sum of unique customers sold / sum of unique online visitors	
Volume	Marketing	Any	Rate		Engagement Rate	Number of different products or services purchased by a customer		
Volume	Marketing	Any	Measure		First-time Purchaser	Number of customers purchasing a product or service for the first time		
Volume	Marketing	Any	Measure		One-time Purchaser	Number of customers purchasing a product or service only one time		
Fixed Cost	Marketing	Any	Measure		Media Investment	Cost of media purchases		
Volume	Marketing	Any	Rate		Organic Search terms	Top Performing search terms for organic search		
Volume	Marketing	Any	Rate		Paid Search Terms	Top Performing search terms for paid search		
Volume	Online Marketing	Any	Measure		Active Users	Number of registered users actively using the product		
Volume	Online Marketing	Any	Rate		Average Time-Spent To Complete	Average amount of time users spent within the application to complete a registration flow		Google Analytics
Volume	Online Marketing	Any	Rate		Bounce Rate	The percentage of single-page session (i.e., session in which the person left the property from the first page).	sum of bounces / sum of sessions	<a href="https://developers.google.com/analytics/devguides/reporting/core/dimsmets#view=detail&amp;group=session&amp;jump=ga_bouncerate">https://developers.google.com/analytics/devguides/reporting/core/dimsmets#view=detail&amp;group=session&amp;jump=ga_bouncerate</a>
Volume	Online Marketing	Any	Rate	CTR	Click through Rate	number of clicks on a link on a page or email divided by the number times an email is opened or a page is		
Volume	Online Marketing	Any	Measure		Clicks	number of times an email or online asset is clicked		
Volume	Online Marketing	Any	Measure		Conversions	number of unique online visitors that convert into sales		
Volume	Online Marketing	Any	Measure		Downloads	number of times an app or item is downloaded		
Volume	Online Marketing	Any	Rate		Dropoff Rate	Number of users that do not complete a goal divided by number of attempts	sum of successful completions / sum of attempts	
Volume	Online Marketing	Any	Measure		Events	number of online events activated by an online visitor		
Volume	Online Marketing	Any	Measure		Impressions	number times the content associated with a media asset is displayed		
Volume	Online Marketing	Any	Rate		Registration abandonment	number of times a user starts but does not complete a registration process		
Volume	Online Marketing	Any	Measure		Registrations	number of times a user completes a registration		
Volume	Online Marketing	Any	Measure		Screens	number of screens viewed by an online visitor		
Volume	Online Marketing	Any	Measure		Sessions	number of unique connections to an online property		
Volume	Online Marketing	Any	Rate		Sessions per User			
Volume	Online Marketing	Any	Measure		Unique Visitors	unique count of visitors to an online property		
Volume	Online Marketing	Any	Measure		Visits	number of clicks to an online property		
Volume	Marketing	Any	Measure		Media Coverage	# of media hits and stories		
Volume	Marketing	Any	Measure		Media Impressions	Number of media impressions		
Volume	Marketing	Any	Measure		Media Value	Media coverage expressed in \$		
Price	Sales	Any	Rate	ADR	Avg Daily Rate	average effective price paid per units sold daily	daily revenue / daily units sold	
Price	Sales	Any	Rate		Avg Price	price charged per unit sold	(sum of price * units sold) / (sum of units sold)	
Price	Sales	Any	Rate		Avg Revenue per Transaction	total revenue (including unit, services and other charges) per transaction (or order, or bill)	sum of revenue / sum of transactions	
Price	Sales	Any	Rate		Avg Revenue per Unit Sold	total revenue (including unit, services and other charges) per unit sold	sum of revenue / sum of units sold	
Price	Sales	Telecom	Rate	ARPA	Avg Revenue per Account	average revenue per all subscribers belonging to an account	sum of revenue / count of unique accounts	
Price	Sales	Hotel	Rate	RevPar	Avg Revenue per Available Room	average revenue per rooms available for sales within the reporting period	revenue / available rooms	
Price	Sales	Telecom	Rate	ARPU	Avg Revenue per User	average revenue per individual subscriber	sum of revenue / count of unique subscribers	

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Price	Sales	Any	Measure		Breakage	Value of a subscription package or reward that is not used by the customer		
Price	Sales	Hotel	Measure		Displaced Revenue	Revenue from a higher priced segment that is foregone due to occupancy by a loer priced segment		<a href="http://www.hospitalitynet.org/news/4068221.html">http://www.hospitalitynet.org/news/4068221.html</a>
Volume	Sales	Any	Measure	Rev	Revenue	value collected from customers for a product or		
Volume	Marketing	Any	Rate		Refer a Friend Conversion	Conversion rate of friends who have been referred by an app user		
Volume	Marketing	Any	Score		Social Sentiment	Sentiments, themes around what is being said about the app or online property		
Volume	Sales	Hotel	Rate	OCC	Avg Occupancy Rate	Avg Units Sold per Units Available	Quantity sold / Quantity available	
Transaction Cost	Operations	Any	Rate		Avg Cost per Transaction	total variable costs (including unit, services and other charges) per transaction (or order, or bill)	sum of variable costs / sum of transactions	
Volume	Operations	Any	Rate		Avg Frequency of Transaction	number of transactions per unit of reporting period	sum of transactions / number of units (ie days, weeks, months) in the reporting period	
Volume	Operations	Hotel	Measure		Quantity Available	Quantity of units to sell per Operating Unit multiplied by number of days in the reporting period	units available * days in report period	
Volume	Sales	Any	Measure		Quantity Sold	total units sold	sum of units sold	
Volume	Sales	Any	Measure		Transactions	total sales transactions	sum of transactions (could be customer order or bill)	
Volume	Operations	Any	Rate		Volume per Transaction	Avg Quantity sold per transaction	total Quantity sold / total transactions	
Volume	Online Marketing		Measure		Bounces	The total number of single page (or single interaction hit) sessions for the property.		<a href="https://developers.google.com/analytics/devguides/reporting/core/dimsmets#view=detail&amp;group=session&amp;jump=ga_bouncerate">https://developers.google.com/analytics/devguides/reporting/core/dimsmets#view=detail&amp;group=session&amp;jump=ga_bouncerate</a>
Volume	Online Marketing		Measure		Hits	Total number of hits for the view (profile). This metric sums all hit types, including pageview, custom event, ecommerce, and other types. Because this metric is based on the view (profile), not on the property, it is not the same as the property's hit volume.		<a href="https://developers.google.com/analytics/devguides/reporting/core/dimsmets#view=detail&amp;group=session&amp;jump=ga_hits">https://developers.google.com/analytics/devguides/reporting/core/dimsmets#view=detail&amp;group=session&amp;jump=ga_hits</a>
Volume	Online Marketing	Any	Score		Sentiment Score	measures customer satisfaction / sentiment	typically a score from 0 - 100	
Volume	Online Marketing		Measure		Session Duration	Total duration (in seconds) of users' sessions.		<a href="https://developers.google.com/analytics/devguides/reporting/core/dimsmets#view=detail&amp;group=session&amp;jump=ga_sessionduration">https://developers.google.com/analytics/devguides/reporting/core/dimsmets#view=detail&amp;group=session&amp;jump=ga_sessionduration</a>