

# bibicontent

## De kpi's voor jouw content doelen

### Bekendheid / belangstelling

- New visitors (website of blog)
- Pageviews
- Video views
- Search engines
- Inbound links

### Overweging / betrokkenheid

- Pages per visit
- Time per page
- Scroll depth
- Bounce rate
- CTR (clickthrough rate) voor je call-to-actions
- Newsletter subscriptions
- Social media followers
- Shares

### Leads genereren / verkoop

- Number of leads or conversions
- Sales volume
- Clickthrough to basket
- Request for sales contact
- Increase in sales

### Klantenbinding / loyaliteit

- Return visits
- Downloads
- Shares
- Open rate and clickthrough rate for your newsletter

### Upsell / cross-sell

- Number of visitors
- Increase in sales

### Advocacy / fans

- Social shares
- Inbound links
- Reviews & scores