Performance Measures - Draft 4/26/13

Category	Indicator/Measure	Specification of Calculation	Data Breakouts	Reporting Frequency
Website	Page Views	Number of page views across the whole site, average time spent per page	Top Pages, Top Tools, Top Sections, Entrance & Exit pages/points, funnels through completion, %s of site traffic, Top activities	Weekly during Open Enrollment, Monthly for remainder of the year
	Visits	Number of visits, unique visits, and averages	//	Weekly during Open Enrollment, Monthly for remainder of the year
	Visitors	Number of visitors, unique visitors, concurrent visitors, and averages	Geolocation of visitors, 30-day min, 30-day max	Weekly during Open Enrollment, Monthly for remainder of the year
	Session Time	Average session duration across the site as a whole, per section, tool, and top pages	//	Weekly during Open Enrollment, Monthly for remainder of the year
	Bounce Rates	Bounce rates across the site as a whole, per section, tool, and top pages	//	Weekly during Open Enrollment, Monthly for remainder of the year
	Sources of Traffic	Numbers of traffic inbound, split by type (search engines, referrals sites, widgets, badges, direct linking, etc)	By platform (standard, mobile, app, etc)	Weekly during Open Enrollment, Monthly for remainder of the year
	User Accounts	Number of secure accounts established ("registered users")	Type of account, type of user, top account usage	Weekly during Open Enrollment, Monthly for remainder of the year
Outreach, Communication, Marketing	Ad Spots & Airings	Number and type of ad spots, placements, airings, reach, frequency	Tracking against overall campaign goal, by media market, type of placement (print/digital/broadcast/cable/radio, campaign messages/themes, PSAs, media value	Weekly during Open Enrollment, Monthly for remainder of the year
	Banner ads	Number and metrics for banner ad(s) impressions, clicks, click through rates, average cost per click, views, percent viewed, cost per click, cost per completed view, cost per signup	By channel, audience, ad	Weekly during Open Enrollment, Monthly for remainder of the year
	Search Engine Marketing	Clicks, click through rates, impressions, views & percent viewed, cost per click, cost per completed view, cost per signup	By channel, audience, ad, search terms & placements	Weekly during Open Enrollment, Monthly for remainder of the year
	Radio & Satellite media tours	Number of RMTs & SMTs	Location, reach	Weekly during Open Enrollment, Monthly for remainder of the year
	Quantitative Tracking Surveys	Overall awareness of Marketplace, message agreement, purchase intent, favorability, etc	//	Weekly during Open Enrollment, Monthly for remainder of the year
	Materials & publication orders	Number of materials produced & requested, by type of product, top orders, (downloads, printing, distribution, etc)	By audience (consumers, partners, stakeholders, employers, employees, etc)	Weekly during Open Enrollment, Monthly for remainder of the year
	Events	Number of events held or attended by state or partners on behalf of state	Locations, hosts, target audience, # attendees, outcome measures (signups, distributions, etc), media attendance, sponsor	Weekly during Open Enrollment, Monthly for remainder of the year
	Media Impressions & Clips	Number of Traditional media clips in print, online and broadcast, resulting # of impressions	earned media impressions, geography, demographics of coverage	Weekly during Open Enrollment, Monthly for remainder of the year
	Social Media usage	Number of blog posts & views, Facebook followers, comments, tweets, re-tweets, questions, Video posts & views	Net new subscribers/visitors/followers, trends, averages, by channel/outlet	Weekly during Open Enrollment, Monthly for remainder of the year
	Partners Engagement	Number of partner commitments, activities conducted, outreach & education events, materials distribution, etc	//	Weekly during Open Enrollment, Monthly for remainder of the year

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	Culturally & Linguistically appropriate services used	By channel volumes/materials produced & distributed, languages served via direct assitance, languages served via 3rd party translation services, languages requested but not serviced, alternative formats addressed	//	Weekly during Open Enrollment, Monthly for remainder of the year
Direct Marketing	Email & listserv usage	Total number of subscribers, total number of electronic communication opt-ins, total messages, average number of communications by type, trends	Type of usage (account emails, listserv messages, by channels and audience), net new users and/or subscribers	Weekly during Open Enrollment, Monthly for remainder of the year
	Direct mail	Total number of campaigns, return rate, average number of communications by type, trends	Type of usage (account emails, listserv messages, by channels and audience), net new users and/or subscribers	Weekly during Open Enrollment, Monthly for remainder of the year
	Mobile applications	Total number of campaigns, return rate, average number of communications by type, trends	Type of usage (account emails, listserv messages, by channels and audience), net new users and/or subscribers	Weekly during Open Enrollment, Monthly for remainder of the year