

KPIs RACE MODEL

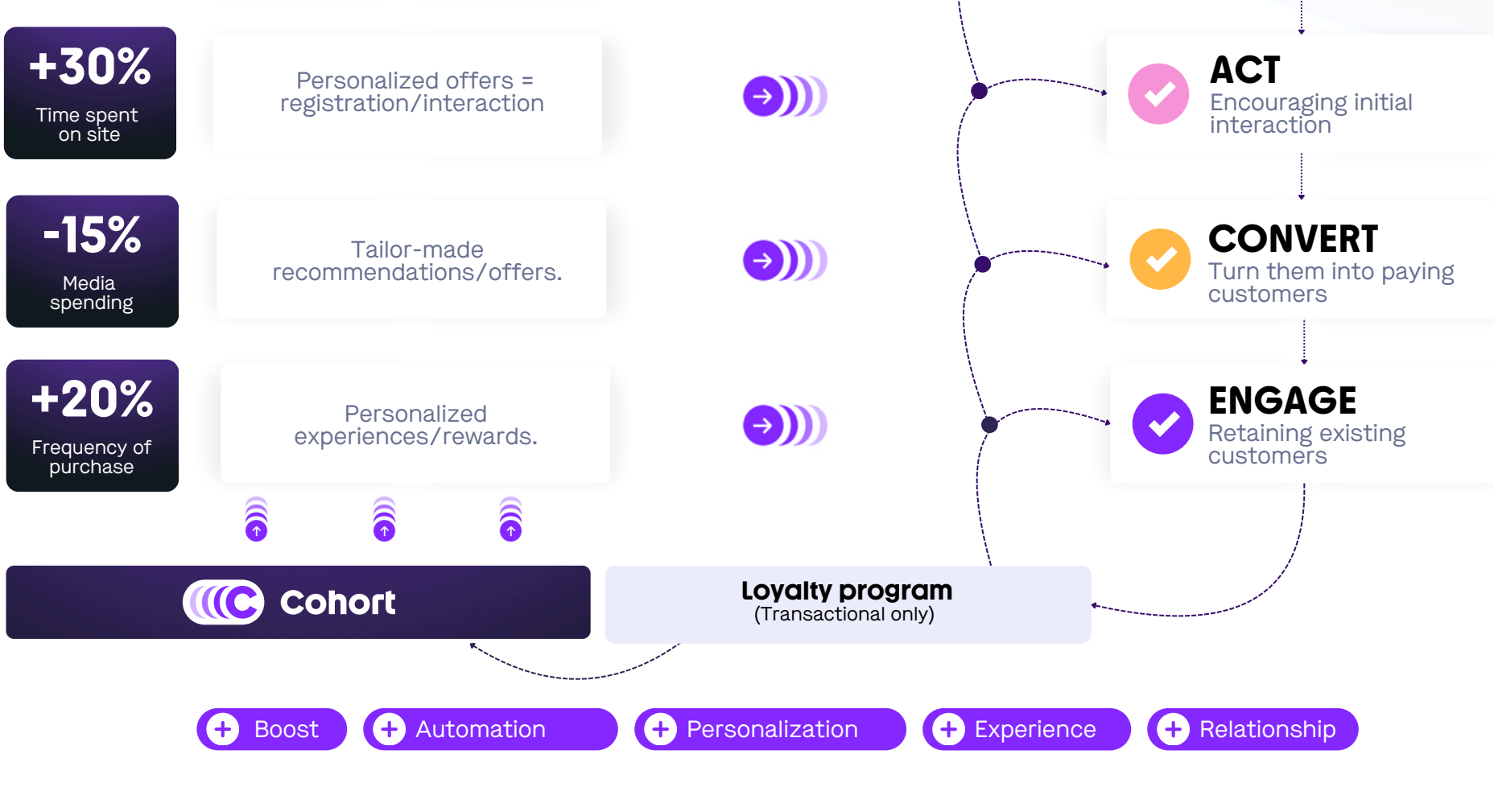
Everything you need to analyze and optimize your customer engagement strategy.



The **RACE model** (Reach, Act, Convert, Engage) is a strategic digital marketing framework designed to optimize customer engagement at every stage of the customer journey.

How does Cohort fuel this process?

Discover



KPIs (Key Performance Indicators) measure the effectiveness of each stage of the RACE model, providing invaluable insights for continuously optimizing your marketing strategies and driving customer engagement and conversion.

Reaching the target audience

REACH

All the KPIs to track for the Reach section.

TRAFFIC

- Share of organic traffic. Percentage of visitors coming from organic searches.
- Monthly unique visitors. Number of unique visitors to the site per month.

ADVERTISING

- Impressions. Number of times ads are displayed.
- Advertising budget. Total amount spent on advertising.
- CTR (Click-through rate). Percentage of clicks compared to impressions.
- CPC (Cost per clic). Average cost per click on an ad.
- CPM. Cost per thousand impressions.

SOCIAL NETWORKING

- Click on the link. Number of clicks on links leading to the site.
- Social interaction. Total number of interactions (likes, comments, shares).
- Social impressions. Number of times publications are viewed.

Encouraging initial interaction

ACT

PAGES PER SESSION

$\frac{\text{Total number of page views}}{\text{Total number of sessions}}$

Average page views per session.

SUBSCRIPTIONS / OPT-INS / CREATED ACCOUNTS

Total number of subscriptions, opt-ins or accounts created.

TIME SPENT ON SITE

$\frac{\text{Total duration of all sessions}}{\text{Total number of sessions}}$

Average duration of a user session.

Turn them into paying customers

CONVERT

CONVERSION RATES

$\frac{\text{Number of conversions}}{\text{Total number of visitors}} \times 100$

Percentage of visitors who complete a desired action (purchase, registration).

BASKET ABANDONMENT RATE

$\frac{\text{Number of abandoned baskets}}{\text{Total number of baskets}} \times 100$

Ratio of unfinished baskets to baskets created.

CUSTOMER ACQUISITION COST (CAC)

$\frac{\text{Total marketing and sales expenditure}}{\text{Number of new customers acquired}} \times 100$

Average cost of acquiring a new customer.

Retaining existing customers

ENGAGE

CUSTOMER SATISFACTION RATE

$\frac{\text{Nbr of satisfied customers}}{\text{Nbr total of responses}} \times 100$

Proportion of customers satisfied with products or services.

SOCIAL MEDIA ENGAGEMENT

$\frac{\text{Total interactions}}{\text{Total interactions}} \times 100$

Measures the level of user interaction with social content.

CUSTOMER RETENTION RATE

$\frac{\text{End of period customers} - \text{New customers}}{\text{Customers at beginning of period}} \times 100$

Measures ability to retain existing customers.

INCOME FROM REPEAT PURCHASES

$\sum \text{Recurring customer revenues}$

Total revenues generated by recurring customer purchases.

CUSTOMER LIFETIME VALUE (CLV)

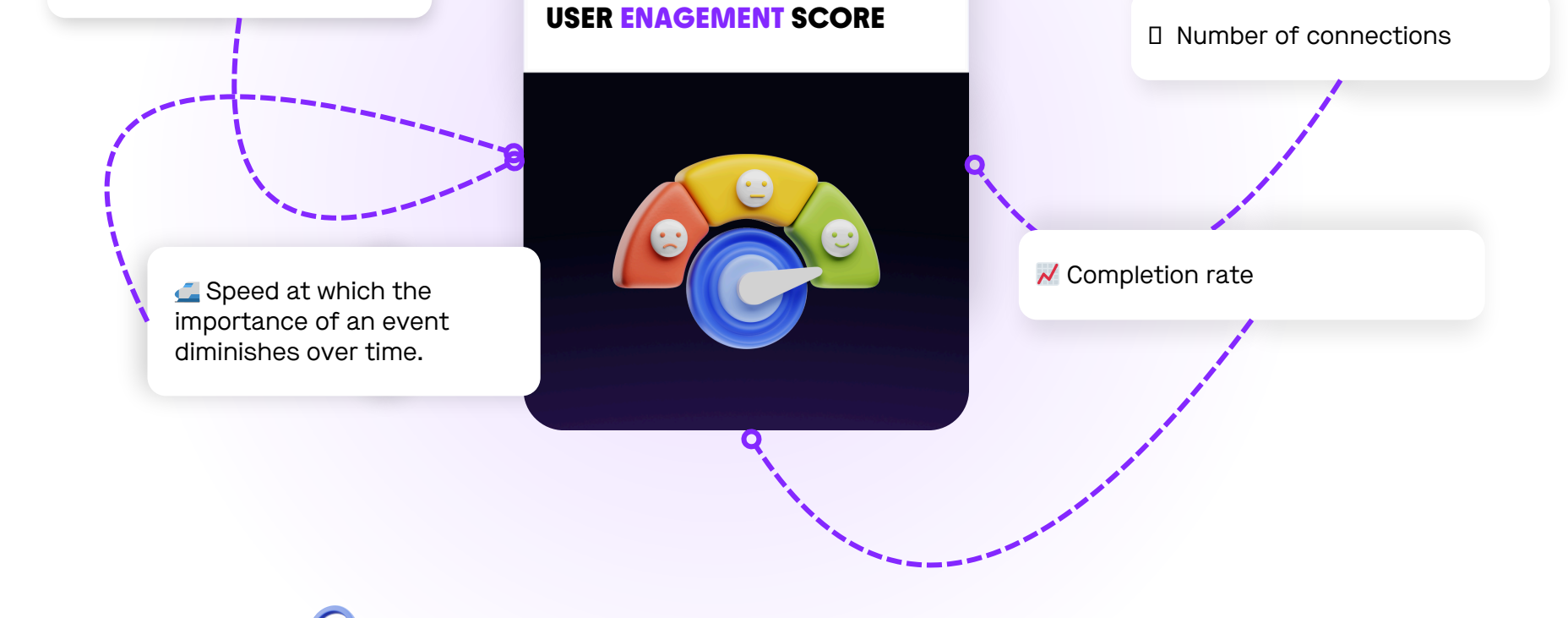
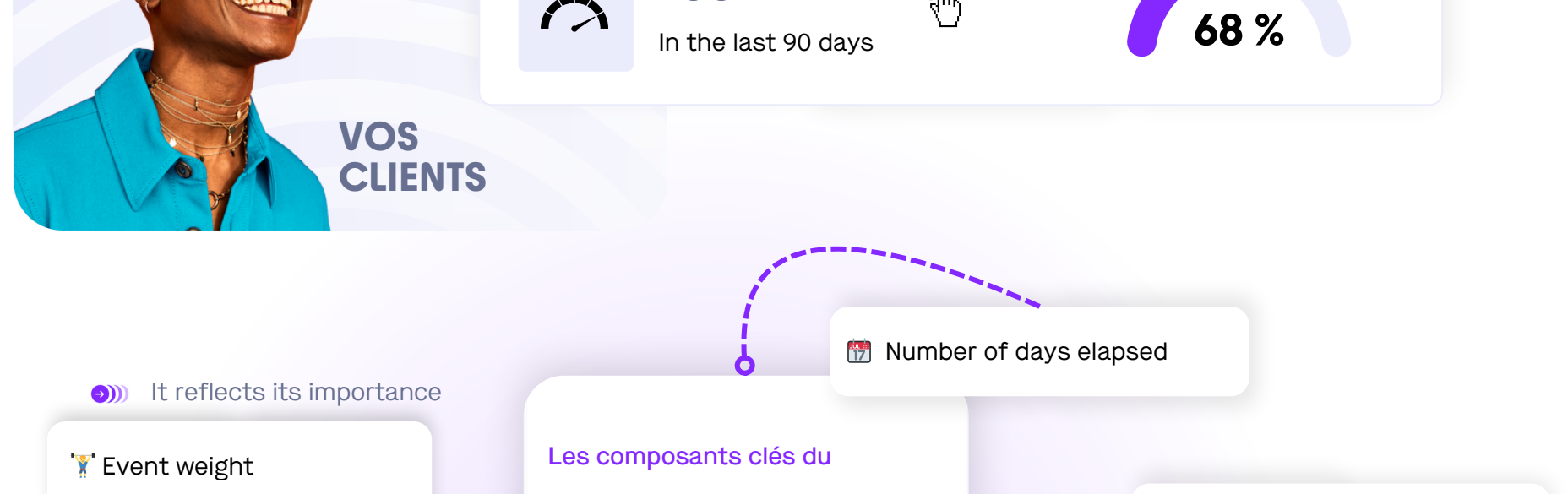
$\frac{\sum \text{Customer revenues} - \text{Customer costs}}{(1 + \text{Discount rate})}$

Estimates the net income expected from a customer over its lifetime.

COHORT USER ENGAGEMENT SCORE

Determine your customers' respective rates of engagement.

This score reflects a user's current level of engagement based on indicators such as path completion rates and connections to their experience space.



EXEMPLE (Before and after using Cohort)

Before

Date	Event	Weight
1 day ago	Connexion	• 5
3 days ago	Course completion	• 15
7 days ago	Connexion	• 5

Score = $(5 \cdot e^{-0.1}) + (10 \cdot e^{-0.13}) + (5 \cdot e^{-0.17}) = 14,415$

14%

Trigger Cohort → Cohort → CHALLENGE STRAVA (Run 15 km in 2 weeks) → 15% discount on key → Challenge sent

Après

Date	Event	Weight
1 day ago	Course completion	• 15
4 days ago	Log in	• 5
5 days ago	Loggin Strava	• 20
6 days ago	Login	• 5
7 days ago	Open mail	• 5

New score = 34,28

34%