

Maturity model

Objective	Increase Revenue	Customer Base Growth	Drive Awareness of Key Focus Categories	Exceptional Customer Service
KPI	# Total Revenue	#Email Signups	% Increase (defined) Category sales	# Call Centre queries reduced
Target		?	?	?
	Avg. Basket Size	# New Account Registrations	# Experiments on PDP, PLP Basket pages	# Web Chats
		?	?	?
	Avg. Order Value	% Guest Transactions	# PLP abandonment	# Email Contacts
		?	?	?
	% 1st Time Purchases			% Delivery Options Drop Offs
				?
	% Basket Abandons			% Payment Method Drop Offs
	Avg. Product Pages / Session		Web Analytics tool (ie Google analytics)	
			Optimisation tool (ie Optimise or Qubit)	

User replay (ie Full story)
CRM Database

Segments	Day	Month	Year	Behavioural (CRM)
	Category affinity	VIP Data (CRM)	Site	Site - in session browse
	Device	RFM Segment (CRM)		Device
				Page