

# **Do You Know Your Numbers? The Metrics Matter Checklist**

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# Metrics that Matter

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Different numbers tell different stories.

Knowing your measurements, knowing your metrics, knowing your key performance indicators - call it what you will - but if you know your numbers - you can turn failures into wins.

Numbers may not be as shiny as new products, but they DO matter.

If you are running an information product-based business and selling online courses and you want to continue to sell and continue to grow, you need to know your numbers. Unless you're operating off of your memory and let's face it, everybody's memory sucks, especially before your first cup of coffee.

If you're not checking your numbers periodically, you don't know whether you are growing and you don't know how things are moving in your business.

Here's a list of Metrics that you should be measuring for every part of your business:

## Website Traffic

- How many visitors do you get to your site (daily, weekly, monthly)?
- How many leads are subscribed to your email list?
- How often are you offering leads a chance to purchase your course (once every 30-days, once a year, every six month)

## Optin Conversion Rate

- How many leads bought your course (last week, last month, last year)?
- How many leads visited your course sales page?
- Divide the total number of course sales by the number of leads that visited your sales page to determine conversion rate.

## Purchase Conversion Rate

- How long are leads on your list before they buy?
- How long does it take a student to go through your course in your mind?
- How long does it take a student to go through your course in reality?
- At what point are you offering a follow-up course?

## Product Orbit

- If you have more than one course, how many people buy A or B and how many people buy A+B?
- As students go from Basic to Intermediate, what does that look like?
- What is the success rate of a completed course?

## Business Metrics

- How much money is your business making?
- How much money is your business spending?
- How many courses do you need to sell each month to break even?

## Calendar Numbers

- Set up a time on your calendar to go find your numbers monthly
- Scavenger hunt the numbers.
- Go through and look at your numbers and compare to what the numbers were last time

# Next Steps

## Stop Wasting Your Marketing Dollars

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Get 100% clarity on where your leads come from, how they act, and how much your marketing is really worth.



**Start Your 14-Day Free Trial**

[SegMetrics.io/signup/](https://SegMetrics.io/signup/)

### Customer Voices

“With Infusionsoft, reports that should be available with a few clicks just aren’t there. **Segmetrics changed that for us.** Now we can see exactly which leads are most profitable and where our biggest opportunities lie. Segmetrics is like your marketing crystal ball.”

**Chris Mason — Automation Marketer at Titans of Direct Response**

