



AJELIX

www.ajelix.com

18 KPIS FOR SMALL BUSINESS OWNERS

01 REVENUE GROWTH

$(\text{Current Revenue} - \text{Previous Revenue}) / \text{Previous Revenue}$

02 PROFIT MARGIN

$(\text{Net Profit} / \text{Revenue}) * 100$

03 RETURN ON INVESTMENT (ROI)

$(\text{Gain from Investment} - \text{Investment}) / \text{Investment} * 100\%$

04 GROSS MARGIN

$(\text{Net Sales} - \text{Cost of Goods Sold}) / \text{Net Sales}$

05 EXPENSE RATIO

$(\text{Operating Expenses} / \text{Revenue}) * 100$

06 CUSTOMER LIFETIME VALUE

$(\text{Average Order Value} * \text{Average Customer Lifespan})$

07 CUSTOMER ACQUISITION COST

$(\text{Customer Acquisition Costs} / \text{Number Of New Customers})$

08 CUSTOMER CHURN RATE

$(\text{Churned Customers} / \text{Total Customer Base}) * 100$

09 AVERAGE ORDER VALUE

$(\text{Total Revenue} / \text{Number of Orders})$

10 CUSTOMER SATISFACTION

$(\text{Number of Responses of 4 or 5} / \text{Total Responses}) * 100$

11 CONVERSION RATE

$(\text{Paying Customers} / \text{Number of Leads}) * 100$

12 LEAD GENERATION RATE

$(\text{Number of Leads} / \text{Total Marketing Efforts})$

13 SALES CYCLE LENGTH

$(\text{Total Number of Days} / \text{Total Number of Sales})$

14 AVERAGE SALE SIZE

$(\text{Total Revenue} / \text{Number of Sales})$

15 SOCIAL MEDIA ENGAGEMENT

$(\text{Number of Likes, Shares, Comments, etc.})$

16 EMAIL MARKETING OPEN RATE

$(\text{Number of Opened Emails} / \text{Number of Emails Sent}) * 100$

17 EMAIL MARKETING CTR

$(\text{Number of Clicked-Through Links} / \text{Sent Emails}) * 100$

18 SEARCH ENGINE OPTIMIZATION (SEO) RANKING

$(\text{Position of Your Website on SERPs})$