

Vanity Metric Audit

⌚ approx. 20 min

Module: The Right Metrics for CRO Decision-Makers

Type: worksheet

Task: List every metric you currently review on a regular basis. Label each one as either a vanity metric or a decision metric. Then cut at least three vanity metrics from your regular reporting.

Work areas

- ☐ List every metric you currently review on a regular basis. Label each one as either a vanity metric or a decision metric. Then cut at least three vanity metrics from your regular reporting.

1. Which metric in my current reporting is the biggest distraction?

2. If I could only use one number to run my shop, what would it be?

3. Which segmentation would immediately reveal a problem or an opportunity in my shop?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.