



Instructions

TIME	YOU WILL NEED
30 mins	A purpose based campaign or platform, or at least an idea for one.
WHAT IS IT?	A new kind of framework for measuring the impact of your purpose campaign inside and outside of your business—these are KPIs with a difference.
WHAT IS IT FOR?	Making sure your purpose campaign has maximum, world changing impact.
HOW DO I USE IT?	Ensure you have an understanding of your purpose based campaign or programme
	Consider each of the 4 KPI categories - Business, Behavioural, Attitudinal, Engagement - and think about
	how your campaign could create impact in each both inside and outside of your business. What Business impact do you want to see? What Behaviours doyou want to create? Which Attitudes do you want to shift? What engagement do you want to create? 3. Write draft KPIs for your campaign inside each of the boxes. If you are struggling to understand how your campaign will have an impact in one category, think about how you could add a measurable element to the campaign itself.



Purpose based campaigns can be transformative for your business and the world. Use this framework and the examples inside each category to choose the Key Purpose Impacts you want to measure your campaign against.

If your campaign isn't creating impact in all of these boxes, then it might not be impactful enough (or you might not have the right tools to measure it yet).

INTERNAL KPIS

Engagement

E.g. Internal reach, staff sign-ups, staff sharing rates

Attitudinal

E.g. Staff pride in the brand, staff intent to remain, staff sense of purpose

Behavioural

E.g. Market adoption, staff participation, staff content generation

Business

E.g. Market share, penetration, profit margin, distribution, staff churn, sales

Behavioural

E.g. Audience participation, people helped through the campaign, donations

Attitudinal

E.g. Brand metrics amongst audience, attitudinal metrics amongst people you are helping

Engagement

E.g. Campaign reach, campaign views/shares/comments, campaign PR coverage

EXTERNAL KPIS