

PRAGMA

Metrics, KPIs & Marketing Performance Framework

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2.3 Assignment 2B — Defining Metrics and KPIs

Business Description

What Pragma is, who it serves, and how we reach them

WHAT WE DO

Pragma is a civic-accountability platform that creates a verified, permanent public record of what Rhode Island elected officials say — and whether they follow through. Every statement is sourced, date-stamped, and stays live even after the news cycle moves on. We don't editorialize. We document.

WHO WE SERVE

Civically engaged Rhode Islanders — the Frustrated Civic Participant: active residents tired of constituent requests going unanswered and official promises disappearing into the noise. They want a credible, non-partisan tool to hold officials accountable without shouting into the void.

CURRENT CAMPAIGN

"The Record Doesn't Expire" — a 90-day founding-member drive to recruit 150 verified Rhode Islanders before the platform opens broadly. Founding members get early access, direct feedback input, and a permanent place in the platform's origin story. Landing page: nbpstrategy.com/pragma

ACTIVE CHANNELS

Facebook/Instagram paid ads · Reddit organic (r/RhodeIsland) · LinkedIn thought-leadership (2x/week) · 13-email nurture funnel (3 tracks: Pre-Launch, Launch Window, Onboarding) · Local PR / earned media pitches to RI journalists and outlets

SMART Goals Recap

Five macro goals driving the 90-day founding-member campaign — with supporting micro goals

1

MEMBERSHIP

Acquire 150 verified founding members within 90 days of public launch.

Micro: 1,000 paid-social landing-page visits by Day 30 · 15% LP→signup conversion rate by Week 6

2

EARNED MEDIA

Earn 5 local Rhode Island media placements within the first 60 days.

Micro: 25-journalist media list by Week 2 · 10 personalized embargoed pitches sent by Week 4

3

EMAIL

Hit 35% open rate / 8% CTR across the 13-email nurture funnel by Day 90.

Micro: 60% Track A sequence completion by Week 5 · 200 LP click-throughs from email by Week 8

4

SOCIAL

Build 2,000 engaged followers across Facebook, Reddit, LinkedIn & Twitter within 90 days.

Micro: 500 Reddit upvotes on launch post within 2 weeks · 50+ LinkedIn engagements/post by Week 6

5

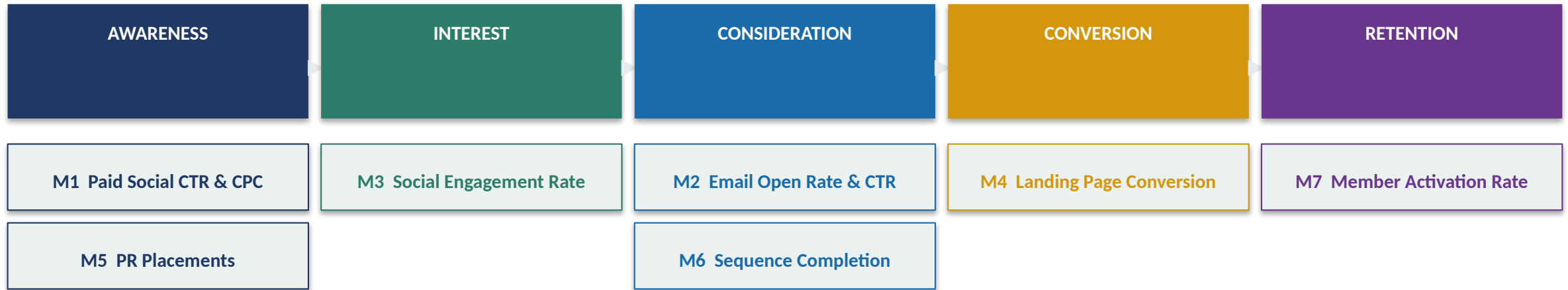
ACTIVATION

Convert 30% of founding members into active contributors within 30 days of joining.

Micro: 70% Track C onboarding completion · 50 verified statement submissions in first 2 weeks

Customer Journey & Metrics Overview

Where each of the 7 metrics lives in the funnel — from first impression to active contributor



M1 Paid Social CTR/CPC · M2 Email Open/CTR · M3 Social Engagement · M4 LP Conversion Rate · M5 PR Placements · M6 Sequence Completion · M7 Member Activation

WHY WE TRACK THIS

Facebook/Instagram paid ads are the primary top-of-funnel driver sending traffic to the founding-member landing page. CTR tells us whether our creative and copy resonate with the Frustrated Civic Participant; CPC tells us how efficiently we're spending the paid budget. Together they determine whether we can hit 1,000 page visits by Day 30 on budget.

HOW IT'S MEASURED

$CTR = (Ad\ Clicks \div Impressions) \times 100$. $CPC = Total\ Spend \div Total\ Clicks$. Both pulled weekly from Facebook Ads Manager, broken out by creative variant and audience segment to surface the best-performing combinations and inform creative refresh decisions.

SMART GOAL CONNECTION

Goal 1 (Micro): Generate 1,000 landing-page visits from paid social in the first 30 days. A healthy CTR ($\geq 1.5\%$) at efficient CPC ($\leq \$1.80$) is the mechanism that delivers that traffic milestone within the campaign's paid media budget allocation.

TARGET / BENCHMARK

CTR target: $\geq 1.5\%$ (civic/nonprofit Facebook benchmark)
CPC target: $\leq \$1.80$ per click
Review cadence: weekly; creative refresh triggered if CTR drops below 1.0% for 3 consecutive days.

M2 | Email Open Rate & Click-Through Rate (CTR)

↗ Customer Journey: Consideration

WHY WE TRACK THIS

Email is the campaign's primary nurture engine — moving warm prospects from 'interested' to 'ready to sign up.' Open rate measures whether subject lines earn attention in a crowded inbox. CTR measures whether body copy and CTAs motivate action. Together they determine whether the 13-email, 3-track funnel is doing its job of converting subscribers into founding members.

HOW IT'S MEASURED

Open Rate = (Emails Opened ÷ Delivered) × 100. CTR = (Unique Link Clicks ÷ Delivered) × 100. Both pulled per send from the email platform (HubSpot), reported per track (A/B/C). Subject line A/B tests run on every Track A email to optimise open rate continuously.

SMART GOAL CONNECTION

Goal 3 (Macro): 35% open rate / 8% CTR across all 13 emails by Day 90. This metric IS the macro goal — we track it because it literally is the SMART target. CTR also feeds Goal 1 Micro: 200 LP click-throughs from email by Week 8.

TARGET / BENCHMARK

Open Rate target: ≥35%
CTR target: ≥8%
Review cadence: per send; cumulative trend reviewed weekly.
A/B test minimum sample: 500 recipients per variant before drawing conclusions.

WHY WE TRACK THIS

Social content (LinkedIn thought-leadership, Reddit posts, Facebook organic) builds ambient community trust between direct conversion touches. Engagement rate measures whether content genuinely resonates — making people react, comment, or share — not just scroll past. High engagement signals the message is landing with the right audience.

HOW IT'S MEASURED

Engagement Rate = $(\text{Reactions} + \text{Comments} + \text{Shares} \div \text{Reach}) \times 100$, per post.
Reddit: (Upvotes + Comments) per post. Aggregated weekly per channel via native analytics (LinkedIn Analytics, Reddit post metrics, Facebook Insights) and logged in the content calendar.

SMART GOAL CONNECTION

Goal 4 (Macro): 2,000 engaged followers/members across 4 channels within 90 days. Goal 4 (Micro): LinkedIn posts averaging 50+ engagements each by Week 6; 500 organic Reddit upvotes on the launch post within 2 weeks. Engagement rate is how we know the audience is being earned, not just bought.

TARGET / BENCHMARK

LinkedIn: $\geq 3.5\%$ engagement rate; ≥ 50 total engagements per post
Reddit: ≥ 500 upvotes on launch post within 14 days
Facebook organic: $\geq 2.0\%$ engagement rate
Review cadence: weekly; underperforming formats prompt a content approach review.

WHY WE TRACK THIS

The founding-member landing page (nbpstrategy.com/pragma) is where all traffic from every channel ultimately arrives. Conversion rate — visitors who complete the signup — is the single most critical demand-side metric in the campaign. It determines how efficiently paid spend, email, PR, and organic social translate into actual founding members.

HOW IT'S MEASURED

Conversion Rate = $(\text{Completed Sign-Ups} \div \text{Unique Page Visitors}) \times 100$. Tracked via Google Analytics with UTM parameters distinguishing every traffic source. Segmented by channel (paid vs. email vs. organic) to identify which sources produce the highest-converting visitors and inform budget allocation decisions. Landing page: nbpstrategy.com/pragma

SMART GOAL CONNECTION

Goal 1 (Macro): 150 verified founding members in 90 days. Goal 1 (Micro): $\geq 15\%$ LP→signup conversion rate by Week 6. This metric is the bridge between all top-of-funnel activity and the primary success metric — low conversion rate means even high traffic won't hit 150 members.

TARGET / BENCHMARK

Target: $\geq 15\%$ overall conversion rate by Week 6
Minimum floor: $\geq 10\%$ (below this, page copy and UX are flagged for immediate revision)
A/B test variants evaluated at 500-visitor thresholds
Review cadence: weekly.

M5 | PR Placements Secured (Earned Media Count)

↗ Customer Journey: Awareness

WHY WE TRACK THIS

Local RI news coverage (Providence Journal, WPRI, RIPR, etc.) carries third-party credibility no paid ad can replicate. A strong editorial placement reaches civically engaged audiences who distrust ads but trust journalism. Tracking placements confirms that outreach effort is converting into actual coverage — and that coverage is reaching meaningful audiences.

HOW IT'S MEASURED

Raw count: number of confirmed published or aired pieces mentioning Pragma. Logged in a media outreach tracker (outlet, journalist, pitch date, follow-up, outcome). Secondary signal: estimated reach per placement (outlet's monthly unique readers/viewers from SimilarWeb or the outlet's own media kit).

SMART GOAL CONNECTION

Goal 2 (Macro): 5 local media placements within 60 days. Goal 2 (Micro): 25-journalist media list by Week 2; 10 personalised pitches sent by Week 4. Each placement is a direct step toward the Goal 2 target and adds an earned-media traffic source feeding Goal 1 (founding member signups).

TARGET / BENCHMARK

Target: 5 confirmed placements by Day 60
Leading indicator: ≥10 pitches sent by end of Week 4
Pitch → response rate also tracked as a secondary quality signal
Review cadence: biweekly outreach log review.

WHY WE TRACK THIS

The 13-email nurture funnel is built as a narrative journey — each email builds context that makes the next land better. Sequence completion rate measures whether subscribers stay engaged through the full journey or drop off mid-way, revealing exactly where the story loses momentum and giving us a clear prompt for copy revision.

HOW IT'S MEASURED

Completion Rate per track = (Subscribers who received and opened all emails in a track ÷ Total subscribers who started the track) × 100. Tracked per track (A/B/C) in the email platform. Per-email drop-off rate also logged to pinpoint the specific weak link in the sequence.

SMART GOAL CONNECTION

Goal 3 (Micro): 60% completion rate on Track A (Pre-Launch Nurture) by Week 5.
Goal 5 (Micro): 70% completion rate on Track C (Onboarding). Completion rate is a leading indicator for email CTR and landing page conversion — subscribers who complete the full journey convert at significantly higher rates than early drop-offs.

TARGET / BENCHMARK

Target: ≥60% Track A completion by Week 5
Target: ≥70% Track C (Onboarding) completion — per Goal 5 micro
Review cadence: after each track completes one full cycle.
Low completion triggers a copy and send-timing review.

WHY WE TRACK THIS

Signing up is not the end of the journey — it's the beginning of the product relationship. Activation rate measures the percentage of founding members who take Pragma's core action (submitting a verified statement) within 30 days of joining. This is the metric that determines whether Pragma is actually delivering on its civic mission, not just collecting signups.

HOW IT'S MEASURED

Activation Rate = (Founding members with ≥ 1 submitted verified statement within 30 days of join date $\div$ Total founding members) $\times$ 100. Tracked via platform activity logs on a rolling 30-day cohort basis. Secondary signal: total verified statement submissions per week, which shows momentum even before full cohort windows close.

SMART GOAL CONNECTION

Goal 5 (Macro): 30% of founding members become active contributors within 30 days. Goal 5 (Micro): 50 verified statement submissions in the first 2 weeks post-launch; 70% Track C onboarding completion. Activation is what separates a growing platform from a growing email list — it validates the product, not just the campaign.

TARGET / BENCHMARK

Target: $\geq 30\%$ activation rate (rolling 30-day cohorts)
Early signal: ≥ 50 statement submissions in the first 2 weeks post-launch
Review cadence: biweekly cohort report.
Low activation triggers a review of the Track C onboarding sequence and in-app prompts.

Key Performance Indicators

Three of the seven metrics elevated to KPI status — and the reasoning behind each selection

A KPI is not simply any metric we track — it is a metric that directly and unmistakably signals whether the overall marketing effort is working. From our seven metrics, these three tell the most complete story with the fewest numbers.

KPI
1

M4 • Landing Page Conversion Rate

Landing page conversion rate is the single closest metric to the primary campaign goal (150 founding members). Every channel we operate — paid social, email, PR, organic — routes traffic to nbpstrategy.com/pragma. This metric aggregates the effectiveness of the entire funnel into one number. If it's healthy, the campaign is on track. If it's low, we know something upstream is broken and we can isolate where. It is a KPI because it is the fewest-degrees-of-separation metric from our stated SMART Goal 1.

KPI
2

M2 • Email Open Rate & Click-Through Rate

The 13-email nurture funnel is the campaign's primary relationship-building engine and our most controllable conversion lever. Email CTR is the best available leading indicator of purchase intent: a subscriber who clicks through to the landing page is far more likely to convert than one who only opens. It is a KPI because it IS the macro SMART Goal 3 — making it inherently key — and because email is the one channel where we have full control over every variable (subject line, copy, timing, segmentation).

KPI
3

M7 • Member Activation Rate

Founding member signups are a vanity metric without activation. Activation rate measures whether the platform is actually working — whether people who join are doing the thing the platform exists for (submitting verified statements). It is a KPI because it is the one metric that validates the mission, not just the marketing. It answers the hardest question: did we build something people actually use, or just something people agreed to try? It corresponds directly to SMART Goal 5.

Putting It All Together

Seven metrics, three KPIs, five SMART goals — all connected to one outcome:

150 verified Rhode Islanders on the record — for good.

7 METRICS

- M1 Paid Social CTR & CPC
- M2 Email Open Rate & CTR
- M3 Social Engagement Rate
- M4 Landing Page Conversion
- M5 PR Placements Secured
- M6 Sequence Completion Rate
- M7 Member Activation Rate

3 KPIs

- KPI 1 Landing Page Conversion Rate
- KPI 2 Email Open Rate & CTR
- KPI 3 Member Activation Rate

5 SMART GOALS

- Goal 1 150 Founding Members
- Goal 2 5 PR Placements
- Goal 3 35% Email Open Rate
- Goal 4 2,000 Social Followers
- Goal 5 30% Activation Rate