SUCCESS

Tevo Kicks

MEASUREMENTS

SUCCESS MEASUREMENTS

🔓 **Authentication**

📊 User Sign-Up Rate: Number of new users registered per week/month.

🔁 Login Frequency: Average logins per user in a given time period.

⏱️ Account Recovery Rate: Percentage of users successfully recovering accounts.

🔥 **Hot Topics & Upcoming Drops**

📰 Content Engagement: Time spent on blog/news pages.

🔔 Reminder/Notification Sign-ups: Number of users who opt into drop alerts.

👟 **Product Pages (Men, Women, Kids)**

👁️ Page Views per Category: Number of visits to each product category.

🛒 Add-to-Cart Rate: Percentage of users who add items to their cart.

📉 Bounce Rate: How often users leave the page without interacting.

🛒 **Cart & Checkout**

💰 Cart Abandonment Rate: Percentage of users who leave the site with items still in their cart.

✔️ Purchase Conversion Rate: Number of purchases divided by number of site visitors.