

Success Metrics

*Sample metrics you can use to measure the success of
your online course or program*

Success Metrics:

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the success of your online course or program**

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About Success Metrics

Hey - my name is Breanne and I'm the founder of MNIB Consulting and author of *Beyond Satisfaction: The Secret to Crafting a Profitable Online Course That Changes Lives*.

Before you get started, a word to the wise: there are a lot of metrics in this document.

You don't need to track them all. You *shouldn't* track them all. Pick 2-3 and run with them. Remember:

If you don't know what specific action you would take and the decisions you would make based on the data a metric uses, it's a metric you don't need to track right now.



A handwritten signature in black ink that reads 'Breanne'.

Breanne Dyck
Founder, MNIB Consulting Inc.

Retention, Refunds & Cancellations

- How many registered students are in the course?
 - What % of revenues are from new vs. returning customers?
 - How long do customers remain subscribers / paying customers?
 - What are your refund, retention and growth rates?
- For each refund / withdrawal / cancellation:
 - What reasons were given?
 - How much time passed since the initial purchase?
 - What was the last successfully completed section of the course?
 - How much time had passed since the last successfully completed section of the course?
 - What is the refund / withdrawal / cancellation rate for each traffic or referral source (*include website referrers, paid and organic search traffic, social media, etc.*)?

Refund rate is the percentage of students who ask for their money back, usually within a defined period such as 30 or 60 days of purchase.

Retention rate calculates how many of the students who were in the course at the start of the reporting period were still in at the end (without including any new registrations).

Growth rate represents the number of students in the course at the end of the reporting period compared to the start, including new registrations.

Student-Content Interaction

REMEMBER:

Student-Content Interaction has been identified as a **strong predictor** of student satisfaction, and correlates positively with **stronger student results**.

- What % of customers successfully:
 - Access course materials (*log in to site, open email, etc.*)?
 - Begin the first section (*module, lesson, etc.*) of course?
 - Complete the first section (*module, lesson, etc.*) of course?
 - Complete the first activity (*assessment, exercise, discussion, etc.*)?
- How much time passes between initial purchase and first course access (*log in to site, open welcome email, etc.*)?
- For each section (*module, lesson, etc.*) of the course, how long does it take a student to:
 - Start and finish consuming the content (*videos, text, audio, slides, etc.*)?
 - Start and complete any activities (*assessments, exercises, worksheets, discussion, etc.*)?
- Within [*1 week / 1 month / 3 months / etc.*] of purchase, how many customers:
 - Log in or access the course materials again?
 - Rate their satisfaction with the course materials?
- How often does the average purchaser view / review course materials?
- Which course materials are viewed / reviewed most often?

Interpersonal Engagement

REMEMBER:

Many studies identify the relationship between the instructor and student as a significant factor in both student retention and student satisfaction.

- How many high-value contributions (to discussions, etc.) are made by the average student, per day or month?
- How many unique participants are there in each discussion topic or thread?
- How many posts are there within each discussion topic or thread?
- What are the 5 most / least popular discussion topics in terms of numbers of views / reads? In terms of numbers of responses?
- Within [1 week / 1 month / 3 months / etc.] of beginning the course:
 - How many initiate a discussion?
 - How many participate in a discussion?
- How often do students interact with you or their instructor(s):
 - Publicly (*in view of other students*)
 - Privately (*out of view of other students*)
- How do students rate the quality of instruction?
- How do students rate the frequency and value of instructor participation?
- What % of students actively pursue engagement with the instructor?

Student Success & Results

REMEMBER:

Of all the metrics, focusing on success and results will usually have the biggest impact on your business, provided that you are also giving your students the opportunities to reflect on and recognize those successes!

- What % of customers actively recommend your product?
- What % of new customers are acquired via referral?
- What is the lifetime value of each of your customers?
- How much revenue does the product generate in terms of cross-sells and up-sells?
- How many students are able to provide measurable success stories / testimonials?
- Within [1 week / 1 month / 3 months / 6 months / etc.] of completing the course:
 - What business or personal results have been accrued?
 - In what key areas (*financial, emotional, physical, etc.*) have customers seen results?
 - On average, how long does it take before the average student starts seeing measurable results?

About *the Author*

Breanne Dyck is a business strategist, consultant, learning designer, and the author of *Beyond Satisfaction*.

As the lead consultant and founder of MNIB Consulting, Breanne helps online training businesses scale their impact, their team and their revenue by blending operations management, learning and product strategy, and business model development.

She regularly consults on flagship products and programs, CreativeLive courses, live events, and workshops for thought-leaders and influencers such as bestselling authors Chris Guillebeau, Tara Gentile and Natalie Sisson.

Read more from Breanne, or connect with her and her team, at <http://mnibconsulting.com>.

