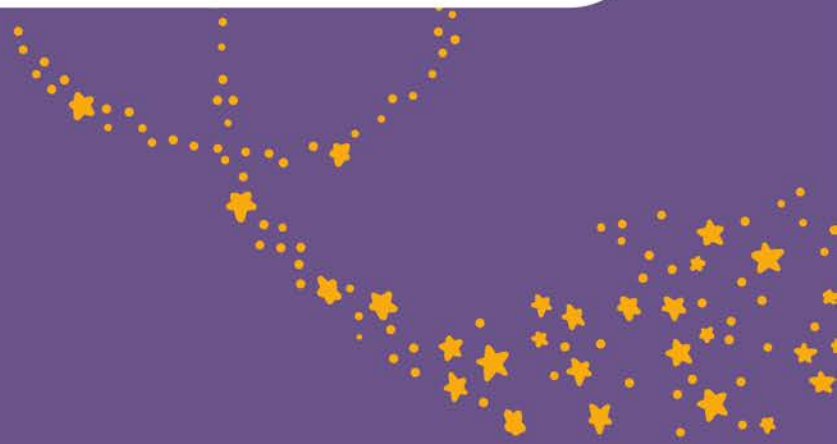




# 65 Magical Launch Numbers You Should Track





# Spellbinding LAUNCHES

To have a successful launch, you *need* to know and track your numbers.

...But what if you don't know *which* of these magical numbers to keep tabs on?

This is exactly where this list comes in.

**65 Magical Launch Numbers You Should Track** is the product of DECADES of experience guiding 7- and 8-figure business owners through their launches. I've seen it all and know what you need to pay attention to in order to create the launch success you crave.

No more making your best guess on what to track during your launch. THESE are those elusive numbers everyone keeps referring to, and I'm spelling them ALL out for you.

Cheers to a Successful Launch!

*Jen Levitz*

P.S. **Want this checklist in spreadsheet form?** Check out **[LaunchProjectShop.com](http://LaunchProjectShop.com)** for this as well as detailed action plans you can use for your next launch.





# Pre-Launch Audience Numbers

1. **Total Contacts on your Email List**
  2. **Total Active Contacts on Email List (Opened/Clicked emails in the last 90 days)**
  3. **Total Followers on Facebook Biz Page**
  4. **Average # of likes/comments on Facebook Biz Page**
  5. **Total Members in Facebook Group**
  6. **Average # of like/comments in Facebook Group**
  7. **Total Followers on Instagram**
  8. **Average # of likes/comments on Instagram**
  9. **Total Followers on TikTok**
  10. **Average # of likes/comments on TikTok**
  11. **Total Connections on LinkedIn**
- 





# Email Tracking

1. # of contacts sent email
2. # of contacts who opened the email
3. % of Opens (open/sent)
4. # of contacts who clicked the email
5. % of Clicks (clicked/opened)
6. Average open rate from Sales Event Emails
7. Average click rate from Sales Event Emails
8. Average open rate for Promo/Sales Emails
9. Average click rate for Promo/Sales Emails

# Funnel Tracking

1. Unique views on Sales Event
  2. Registration page
  3. Unique views on Replay page
  4. Unique views on Sales Page
  5. Unique views on Order Form Page
  6. Unique views on Upsell Page
- 



# Results

1. **Total Revenue Generated**
2. **Total Customers**
3. **Average Cart Value/ ACT (Total**
4. **Revenue divided by Total Customers)**
5. **Total "Launch List" Size (people sent the FIRST promo email for the sales event)**
6. **Earnings Per Lead**
7. **Refunds and % of total customers**

## The Offer Breakdown

1. **How many Offers and Payment Plans**
  2. **What's the Breakdown and Percentage of Each Offer and Payment Plan**
- 



# Sales Timeline Breakdown

- 1. Total Revenue on "Cart Open" Day and % of total sales**
- 2. Total Revenue on each day between cart open and close (note any bonuses)**
- 3. Total Revenue on "Cart Close" Day and % of total sales**

## Sales Event Results

- 1. Number of challenge days/webinars**
  - 2. Total Registrants**
  - 3. Total Attendees (live each day/webinar)**
  - 4. Average Conversion Rate (Units Sold/Attendees)**
  - 5. Total Views of Replay**
  - 6. Number of Sales From Follow-up**
- 





# Paid Traffic Results

1. **Total Spend on Ads (Ad Spend + Labor/ Management costs)**
  2. **Total New Leads added from ads**
  3. **(opt-ins for the sales event or buyers)**
  4. **Total New Customers from ads (either**
  5. **direct buyers or through signing up for the sales event)**
  6. **Customer Acquisition Cost/ CAC (Total Spend divided by New Customers from ads)**
  7. **Average Cost Per Click/ CPC for Registration Ads**
  8. **Overall impressions for all Registration Ads**
  9. **Overall number of clicks for all Registration Ads**
  10. **Overall Click-Through-Rate for Registration Ads**
  11. **Average Cost Per Click/ CPC for**
  12. **Sales Page/ Retargeting Ads**
  13. **Overall impressions for all Sales**
  14. **Page/ Retargeting Ads**
  15. **Overall number of clicks for all Sales Page/ Retargeting Ads**
  16. **Overall Click Through Rate/ CTR for Sales Page/ Retargeting Ads**
- 



# Post-Launch Audience Numbers

- 1. Total Contacts on Email List**
  - 2. Total Active Contacts on Email List (Opened/Clicked emails in the last 90-Days)**
  - 3. Total Followers on Facebook Biz Page**
  - 4. Average # of likes/comments on Facebook Biz Page**
  - 5. Total Members in Facebook Group**
  - 6. Average # of likes/comments in Facebook Group**
  - 7. Total Followers on Instagram**
  - 8. Average # of likes/comments on Instagram**
  - 9. Total Followers on TikTok**
  - 10. Average # of likes/comments on TikTok**
  - 11. Total Connections on LinkedIn**
- 





## Other Results to Consider:

- What worked well in this promotion?
- What did not work well in this promotion?
- What would you do differently next time?
- What is your biggest lesson, takeaway, or "ah-ha" from this debrief?

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