SALES FUNNEL CANVAS®

salesfunnelcanvas.com

PLAN

CAMPAIGN

STRATEGY

KPI CANVAS

	AWARENESS	INTEREST	CONSIDERATION	PURCHASE	UP-SELL	CROSS-SELL	REFERRALS
KPI ACQUISITION							
KPI ACTIVATION							
KPI RETENTION							
KPI REVENUE							
KPI REFERRAL							

CC BY SA

DESIGNED BY: Javier Echaleku
echaleku.com
@Echaleku

This work is licensed under the Creative Commons Attribution-Share Alike 4.0 Unported License. To view a copy of this license, visit: creativecommons.org/licenses/by-sa/4.0/ or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

v2.210426