

2567

- [illegible]

KPI ?????????????????

??????	KPI Code	????? □	????? □□□□	????? □□□□	????? □
1	MK6701-01	????? ????? ????? □ ????? ????? ????? 2 ????? □ 40% □□□ 100 □ / □□□	????? □ 40% □□□ 100 □ / □□□ ????? ????? ????? □□□ 5,668 □ □ (1 □ .□ . - 31 □ .□ . 66) 100 □ = 30 □□□ 90 □ □□□□ = 20 □□□ 80 □ □□□□ = 10 □□□ □□□□ 79 □□ = 0 □□□□	100%	30
2	MK6701-02	????? ????? ????? ????? ????? □□ 400 ????? ????? ????? 2 ????? 100%	????? ????? ????? ????? ????? □□□ ????? ????? ????? 2 400 □ = 30 □□□ 300 □ □□□□ = 20 □□□ 200 □ □□□□ = 10 □□□ □□□□ 200 □ = 0 □□□□	100%	30

KPI ??????????????

??????	KPI Code	?????? □	?????? □	???? / □	?????? □
1	MK6701-03	???? Online ???? ???? ???? □	???? ???? ???? ???? ???? ???? 1.5 ???? / □ = 30 □ 1.3 ???? / □ = 20 □ 1 □ / □ = 10 □	100%	30
2	MK6701-04	???? ???? ???? ???? □	???? ???? ???? ???? ???? ???? □ 15 □ / □ 15 □ / □ = 20 10 □ / □ = 15 5 □ / □ = 10	15 □ / □	20

3	MK6701-05	<div><div></div><div></div><div></div><div>Online</div><div>20</div><div></div></div>	<div><div></div><div></div><div></div><div></div><div>15</div><div>(</div><div></div><div></div><div>)</div><div>5</div><div>1</div><div></div><div>10</div><div></div><div>3</div><div></div><div>15</div><div></div><div>5</div><div></div><div>15</div><div></div><div>10</div><div></div></div>	20	10
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KPI ??????????????

???????	KPI Code	???????	???????	???? / ????	???????
1	MK6701-06	???? VDO ?????? ?????? ?? ????? social media ?????? ?????? ?????? ????	?????? ?????? ?????? ?? Engagement Rate ?????? ?? ?? ???? 5% ?????? ?? 5% = 30 ???? 4% ????? = 25 ????? 3% ????? = 20 ?????	5%	30
2	MK6701-07	?????? ?????? ?? ?????? ?????? ?????? ?????? ?????? ???? ?????? ???? 3 ????	?????? ?????? ?????? ?????? ?????? ?? (3????) ?????? ????? 100% 100% = 30 ???? 90% ????? = 25 ????? 80% ????? = 20 ?????	100%	30