



## Choose Your KPIs Based on Your Business Goals

Choose the KPIs that best link to your business goals per channel. Keep in mind that the KPI doesn't give you the full story – you should use additional measurements in your analysis. Consider having multiple KPIs for:

- Quantity
- Quality
- Cost

## Most Common KPIs

The most common KPIs for each channel are based on what most businesses use but be sure to consider your specific objectives before choosing one.

### Digital Advertising

- Attract: CPM, CPR, Impressions, Reach
- Nurture: Cost per view (video), cost per click (CPC), click through rate (CTR)
- Conversions: Cost per conversion, # of conversions

### Website

- Quantity: Traffic
- Quality: Average session duration, bounce rate, pages per visit, conversion rate

### SEO

- Traffic from search, ranking, conversion rate, # of links

### Email

- List size, delivery rate, open rate, click-through rate

### Social Media (ORGANIC)

- Awareness: Reach, Likes/followers of the social account
- Nurture: Engagement rate, click-through-rate
- Convert: Conversions, conversion rate

When measuring your digital advertising effectiveness be sure to choose your KPIs based on your marketing objective as well as the objective and optimization selected when running the ad. Each ad channel (display, search, social, video) will have different reporting options – choose the ones that are available based on where you are advertising and relevant to your business objective.



NOTE: KPIs or metrics may vary by specific ad platform, format and buying objective. **BOLD indicates the most common KPI for the objective and channel.**

Channel	Awareness	Nurture/ Consideration	Convert
Digital Advertising	<ul style="list-style-type: none"> <li>• <b>Reach</b></li> <li>• Frequency</li> <li>• <b>Impressions</b></li> <li>• <b>CPM/CPR</b></li> <li>• Brand awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Engagements</li> <li>• Engagement Rate</li> <li>• <b>Clicks</b></li> <li>• <b>CTR (Click-through-rate)</b></li> <li>• CPC (Cost-per-click)</li> <li>• # video views</li> <li>• Video view rate</li> <li>• Video view length</li> <li>• Video % completion</li> <li>• <b>Cost per video view</b></li> <li>• Brand lift increase</li> </ul>	<ul style="list-style-type: none"> <li>• Clicks</li> <li>• Click-through-rate (CTR)</li> <li>• Cost per click (CPC)</li> <li>• Post-click actions</li> <li>• Post-click quality</li> <li>• <b>Conversions</b></li> <li>• <b>Cost per conversion</b></li> </ul>

### Additional Metrics:

**Quality or Relevance Score** – A rating of the relevance and quality of keywords or creative used in advertising campaigns. These scores are largely determined by relevance of ad copy, expected click-through rate, as well as the landing page quality and relevance. Quality score is a component in determining ad auctions, so having a high score can lead to higher ad rankings at lower costs.

### Definitions:

- **Reach** – The number of unique people reached.
- **Frequency** – The number of times a unique person saw an ad.
- **Impressions** – The number of times the ad was displayed or shown.
- **CPM** – Stands for “Cost Per Thousand” (M is the roman numeral for 1,000). This is the amount an advertiser pays for 1,000 impressions of their ad. For example, if a publisher charges \$10 CPM, and your ad shows 2000 times, you will pay \$20 for the campaign (\$10 x 1000 impressions) x 2.
- **CPR** – Cost per person reached.
- **Brand awareness** – The number or percent of people who are aware that the brand exists (aided or unaided).
- **Engagements** – Number of engagements with an ad (clicks, likes, comments, shares, etc.).
- **Engagement rate** – The percent of engagements vs. the number of times the ad was shown. For example if an ad was shown 100 times and 5 people commented, the engagement rate would be 5% (5 engagements / 100 impressions = 5%).



- **Clicks** – The number of clicks on an ad.
- **CTR** – The ratio of how many times an advertisement was clicked on, versus how many times it was shown. It is calculated by dividing the ad's clicks by the ad's impressions. For example, if an ad is shown to 100 people, and 10 of them click the ad, then it has a click through rate of 10% (10 clicks / 100 impressions = 10%).
- **CPC** – Cost per click.
- **# Video views** – The number of times a video was “viewed” a view typically counts as 3 – 6 seconds depending on the ad platform being used (eg., Facebook counts a video view when a video is watched for 3 seconds, on YouTube it is longer depending on the ad format selected).
- **View rate** – The number of video views relative to the number of impressions of the video. For example if 100 people saw your video in their newsfeed but only 30 of them watched at least 3 seconds of the video (on Facebook) the view rate would be 30% (30 views / 100 impressions = 30%).
- **Video view length or watch time/impression** – The average number of seconds that people watched the video for.
- **Video % completion** – The % of video viewers that watched your video to various %s of completion – typically 25%, 50%, 75% and 100%. For example watching 5 seconds of a 10 second video would count as a 50% completion of the video. This shows how often your video is played to certain amounts of completion.
- **Cost per video view** – Sometimes called CPV this is the cost per video view (based on how a view is counted by the network).
- **Brand lift** – This is the increase in brand lift and may be measured differently with different testing methods. It typically shows the % of people that think more positively about your brand as a result of viewing the ad.
- **Post-click actions** – This is a broad term that can measure specific actions taken after clicking on an ad. You may choose what to track in your analytics based on your landing page and the objective of your ad. For example, you may track clicks on the contact page or downloads of a coupon.
- **Post-click quality** – These are metrics that may be used to validate the quality of traffic that you are driving to your website. For example you may look at time on site, # page views, bounce rate or other website metrics to validate the quality of traffic to your site.
- **Conversions** – This is the number of people who “converted” on your website. Many sites track multiple conversions (these can be setup in your website analytics). A conversion could be a lead form completion, a purchase, signing up for an email, etc. Since a conversion could be a wide variety of activities these are also sometimes called “actions”.
- **Cost per Conversion** – The cost per conversion is the cost paid in advertising relative to the number of conversions generated. For example if you spend \$50 on digital ads and generated 5 conversions, your cost per conversion would be \$10 (\$50 spend / 5 conversions = \$10 per conversion). This is sometimes called CPA or cost per action.



Measuring website effectiveness is challenging, since many aspects of marketing collectively contribute to website performance. For example, website performance is a combination of the performance of the brand or business overall. A good television campaign usually leads to more traffic visiting a website. Most aspects of digital marketing focus on sending more traffic to the website. For this reason it is important to consider all of the factors that drive website performance.

Channel	Quantity	Quality	Additional Marketing Data
Website	<ul style="list-style-type: none"> <li>• <b>Traffic / Sessions</b> (monthly or weekly)</li> <li>• Users</li> <li>• Increase in traffic (%)</li> <li>• New visitors</li> <li>• % new visitors</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Average session duration</b></li> <li>• Time on page</li> <li>• <b>Bounce rate</b></li> <li>• <b>Pages/session</b></li> <li>• <b>Conversion rate</b></li> <li>• Exit rate</li> </ul>	<ul style="list-style-type: none"> <li>• Acquisition channel                             <ul style="list-style-type: none"> <li>○ Direct</li> <li>○ Paid</li> <li>○ Social</li> <li>○ Referral</li> <li>○ Search</li> </ul> </li> <li>• Acquisition channel growth</li> </ul>

### Additional Metrics:

- **Site Speed** – Site speed is the number of seconds it takes your site to load. GTMetrics.com provides a free speed test and diagnostics about the root causes of a slow site.
- **Mobile Optimization** – Google has a mobile friendly test that will check if your site is mobile friendly.

### Definitions:

- **Traffic** – Also called “sessions” the number of times the website was uniquely loaded.
- **Users** – The number of unique people that initiated at least one session.
- **New Visitors** – The number of new visitors to your website (vs. returning visitors).
- **Average Session Duration** – The average length of a session (in minutes and seconds).
- **Time on Page** – The average amount of time spent on a specific page.
- **Bounce Rate** – The percentage of single-page sessions in which there was no interactions on the site.
- **Pages/Session** – The average number of pages viewed per session.
- **Conversion** – The # of people who took a specific action that has been defined as a “conversion”. Administrators can set a conversion to be a purchase, completion of a form or another action.
- **Conversion Rate** – The percentage of people who converted relative to the number of sessions.
- **Exit Rate** – The percentage of people who visited the page and left the site from that page.
- **Acquisition Channel** – Shows data pertaining to the traffic that visited your site from different channels. This data is helpful to analyze the quality of traffic from different sources.



How your website ranks organically in search engines is based on a variety of factors including how your site is setup (technical), how authoritative or important your site is and how relevant your site is determined to be for the keywords being searched.

Many of the KPIs and metrics used to track SEO are not readily available using free tools (Google analytics) and require Google Search Console and possibly a paid search tool like SEO Moz, SEM Rush or Majestic.

*NOTE: BOLD indicates the most common KPI for the objective and channel.*

Channel	Rankings	Site Health	Indicators
SEO	<ul style="list-style-type: none"> <li>• <b>Traffic from search</b></li> <li>• Conversions from search</li> <li>• <b>Conversion rate from search</b></li> <li>• Keyword CTR (click-through-rate)</li> <li>• <b>Keyword rankings</b></li> <li>• Organic impressions</li> <li>• Keywords in top 10 SERP</li> <li>• # of unique keywords driving traffic</li> </ul>	<ul style="list-style-type: none"> <li>• Website speed</li> <li>• Website speed score</li> <li>• Bounce rate</li> <li>• Pages/session</li> <li>• Average session duration</li> <li>• # technical issues / crawl errors</li> <li>• Page/site authority</li> <li>• Conversions from search traffic (and by keyword)</li> </ul>	<ul style="list-style-type: none"> <li>• <b># of links</b></li> <li>• Growth of links</li> <li>• # of pages crawled</li> <li>• Woorank score</li> </ul>

## Definitions:

- **Traffic from Search** – The amount of traffic from organic search (reported in Google Analytics).
- **Conversions from search traffic** – The number of conversions (as defined in website analytics) from organic search traffic).
- **Conversion rate from search traffic** – The percent of organic search visitors that converted.
- **Keyword CTR** – The click through rate for strategic keywords. The CTR is calculated by the number of clicks divided by the number of impressions in search. For example if your site was displayed as a result in 100 searches and 10 people clicked, the CTR would be 10% (10 clicks / 100 impressions = 10%).
- **Keyword Ranking** – This is the average ranking of your website organically for your most important keywords.
- **Organic Impressions** – This shows the number of impressions your website had for a keyword. An impression means that your site was shown on a search engine results page.



- **Keywords in Top 10 SERP** – The number of keywords (relevant to your business) that display in the top 10 results on search engine pages.
- **# of Unique Keywords Driving Traffic** – The total number of keywords that are generating clicks or traffic to your website.
- **Website speed** – How fast your website loads. Google recommends under 3 seconds.
- **Website speed score** – Google and other sites (like [www.GTMetrics.com](http://www.GTMetrics.com)) will “score” the speed of your website and make you aware of any errors or issues impacting your website speed.
- **# technical issues/crawl errors** – Google search console will report on any crawl errors or other technical issues on your site.
- **Page/site authority** – This is a score that shows how important or authoritative your website is. Based originally on Google Pagerank (which was a score from 1 – 10) SEO tools like SEO Moz use a variety of factors to determine the authority or importance of your website and each page on your website. This is displayed through a page authority score which is scored out of 100.
- **Number of Links** – The total number of links to your website from other websites.
- **Number of Pages Crawled** – This is the total number of Pages on your website that Google has indexed or “seen” and can be included in search engine results.
- **Woorank Score** – Woorank is an SEO tool that will provide you with a free score and diagnostics on the cause of your score. The score is a combination of SEO factors including technical site setup as well as other factors.

Success in email marketing depends on 3 key factors. First that you are growing your list or the number of people who are receiving your emails. Second that people open your emails. Third that your email inspires the action that you intend. The email marketing KPIs are broken out according to these success factors.

*NOTE: KPIs or metrics may vary by specific ad platform, format and buying objective. **BOLD indicates the most common KPI for the objective and channel.***

Channel	List Health	Subject Line	Email Quality
Email	<ul style="list-style-type: none"> <li>• <b>Number of emails in list</b></li> <li>• Sent emails</li> <li>• <b>Delivery rate</b></li> <li>• Bounce rate (%)</li> <li>• Unsubscribe rate (%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Open rate</b></li> </ul>	<ul style="list-style-type: none"> <li>• Clicks</li> <li>• <b>CTR (click-through-rate)</b></li> <li>• Opt-outs</li> <li>• Negative feedback (report spam, etc.)</li> <li>• Website conversions from email</li> <li>• Forward/email sharing</li> </ul>



## Definitions:

- **Delivery Rate** – The percentage of your emails that were delivered successfully.
- **Bounce Rate** – The percentage of your email addresses that your email could not be delivered to. A hard bounce happens when the email address is wrong and the email can't be received (the person changed positions, etc.). A soft bounce means that it is a temporary issue and could be resolved.
- **Unsubscribe Rate** – The percentage of people who unsubscribed from your email list based on receiving a specific email. The percentage is based on the total number of people it was delivered to. These are also called opt-outs.
- **Open Rate** – The percent of people who opened your email upon receiving it.
- **Clicks** – The number of clicks of content in your email.
- **CTR** – The percentage of people who clicked on your email vs. the number who received it.
- **Negative Feedback** – This is typically measured as the Spam complaint rate – or the percentage of people who flagged your email as spam. Unsubscribes are also seen as negative feedback.
- **Website Conversions from Email** – Once someone clicks on your email it is important to understand if they ultimately took the action you intended. The number of conversions on your website that were generated from your email will tell you this.
- **Forward/Email sharing** – The number of people who forwarded your email or shared it.

Organic social media measurement KPIs should be linked to the business or marketing objective. By starting with the goal/objective of the specific social media execution it will be easier to choose the KPIs that are right for your execution. You may also have specific KPIs for campaigns (like a contest, specific promotion, etc.).

*NOTE: KPIs or metrics may vary by specific social platform or have different names on different networks. **BOLD indicates the most common KPI for the objective and channel.***

Channel	Awareness	Nurture/ Consideration	Convert
Social Networks (Facebook, LinkedIn, Instagram, Twitter, Pinterest)	<ul style="list-style-type: none"> <li>• <b>Reach</b></li> <li>• <b>Page/profile fans/likes</b></li> </ul>	<ul style="list-style-type: none"> <li>• Engagements</li> <li>• <b>Engagement rate</b></li> <li>• Clicks</li> <li>• <b>Click-through-rate (CTR)</b></li> <li>• Video views</li> <li>• View-through-rate</li> <li>• View length</li> <li>• Number of social media mentions</li> <li>• Sentiment of social media mentions</li> </ul>	<ul style="list-style-type: none"> <li>• Traffic from social media</li> <li>• <b>Conversions from social media</b></li> <li>• Conversion rate from social media</li> <li>• Customer service questions answered</li> </ul>





Channel	Awareness	Nurture/ Consideration	Convert
Blog	<ul style="list-style-type: none"> <li>• Traffic</li> <li>• Traffic sources to blog posts                             <ul style="list-style-type: none"> <li>○ Direct</li> <li>○ SEO</li> <li>○ Paid</li> <li>○ Referral</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Comments</li> <li>• Social media shares</li> <li>• Pages per session</li> <li>• Session duration</li> </ul>	<ul style="list-style-type: none"> <li>• Conversions</li> <li>• Conversion rate</li> </ul>

### Definitions:

- **Reach** – The number of unique people reached.
- **Page/Profile Fans/Likes** – The number of people who like or follow your social media account.
- **Engagements** – Number of engagements with an ad (clicks, likes, comments, shares, etc.).
- **Engagement rate** – The percent of engagements vs. the number of times the ad was shown. For example if an ad was shown 100 times and 5 people commented, the engagement rate would be 5% (5 engagements / 100 impressions = 5%).
- **Clicks** – The number of clicks on an ad.
- **CTR** – The ratio of how many times an advertisement was clicked on, versus how many times it was shown. It is calculated by dividing the ad’s clicks by the ad’s impressions. For example, if an ad is shown to 100 people, and 10 of them click the ad, then it has a click through rate of 10% (10 clicks / 100 impressions = 10%).
- **# Video views** – The number of times a video was “viewed” a view typically counts as 3 – 6 seconds depending on the ad platform being used (eg. Facebook counts a video view when a video is watched for 3 seconds, on Youtube it is longer depending on the ad format selected).
- **View rate** – The number of video views relative to the number of impressions of the video. For example if 100 people saw your video in their newsfeed but only 30 of them watched at least 3 seconds of the video (on Facebook) the view rate would be 30% (30 views / 100 impressions = 30%).
- **Video view length or watch time/impression** – The average number of seconds that people watched the video for.
- **Number of social media mentions** – The number of times other people on social media mention your business, use your hashtag or reference your username.
- **Sentiment of social media mentions** – Most social listening software will categorize social media mentions as positive, negative or neutral.
- **Traffic from social media** – The number of websites sessions that originated from social media.
- **Conversions from Social Media** – The # of people who took a specific action on the website that has been defined as a “conversion” who originated from social media.
- **Conversion Rate from Social Media** – The percentage of people who converted relative to the number of sessions.