

Marketing Metrics

Channel	Metrics	Description
	Users	
	Pageviews	
	Net New User	Brand awareness
CPM	Cost Per Mile = \$ to display 1000x ad	
CTR	Click Through Rate = # Clicks / # of Impressions	
CR	Conversion Rate = # Conversion / # Visitors	
CPA	Cost Per Action = \$ Cost / # Actions	
CPL	Cost Per Lead = \$ Cost / # Leads	
	Landing Page Conversion Rate = web and landing page sessions, average session duration, and return visitors.	
CPC	Cost Per Click = \$ cost / # Clicks	
CAC	Customer Acquisition Costs = \$ you spent / # New Ccustomer	guide investment in future marketing strategies.
ROAS	Return on Ad Spend = \$ Revenue / \$ Ad Cost	
ROMI	Return on Marketing Investment = (\$ Gained - \$Invested) / \$ Invested	
Email	Spam Score	measure before sending to avoid the email going to spam folder
Email	Email List Quality	
Email	Open	
Email	Click	
Email	Click Rate over time	
Email	Bounce Rate (Hard Bounce, Soft Bounce)	
Email	Mark as spam	
Email	Unsubscribe Rate	
Email	Conversion Rate	
Email	Growth of Subscriber (List growth rate)	

Channel	Metrics	Description
Email	Forwarding	
Email	Device Type	
Email	Email Client	
Email	ROI	
	CLV Customer Lifetime Value	= \$ you made / # of Customer
	CCR Customer Churn rate	= (# of customer beginning - # of customer end) / # of customer beginning
	MRR Monthly Recurring (Subscription) Revenue	= # of customer * Average Amount
	ARPA Average Revenue Per Account/User	= \$ Recurring Revenue (month, year) / # of Account
	Revenue Growth	= (This Revenue - Previous Revenue) / Previous Revenue
	Churn Rate	= # of Churned Customers / # Total Customers
	Customer Growth	= (This Customer - Previous Customer) / Previous Customer
	TCAC Time to Paybak CAC	= CAC / ARPA * Gross Profit
	SOM Share of Market	= Company Sale / Entire Market Sale
	SOW Share of Wallet	= \$ a customer spend for company's product / \$ a customer spend for similar product
	LTV Lifetime Value	= Revenue per customer (month or year) * Customer Lifetime
		= Revenue per customer / CCR
		= Average order value * Repeated Sales * Average Retention Time
		= Revenue Per user * CCR
		= MMR/account * CCR * Gross Margin %
		= Average Order Value * # of Repeated Sales * Average Retention Time * Gross Margin %
	LTV:CAC LTV to CAC Ratio Calculation	= LTV / CAC
ABM	MLQ Marketing Qualified Leads	- download whitepaper - fill out a form - sign up for a newsletter

Channel	Metrics	Description
ABM	SQL Sales Qualified Leads	- The faster the follow-up with an SQL, the higher the close rate.
ABM	# of Opportunities	
ABM	# Closed Won	Sales Close Rate
ABM	CPL Cost Per lead	- cost-effectiveness of channels - have industry benchmark - Purchase timeline, budget, decision discussed - increase the velocity in the pipeline
ABM	Pipeline Velocity 1 = Time (New Users - MQL)	
ABM	Pipeline Velocity 2 = Time (MQL - SQL)	
ABM	Pipeline Velocity 3 = Time (SQL - Opportunities)	
ABM	Pipeline Velocity 4 = Time (Opportunities - Close)	
ABM	Pipeline Velocity 5 = Time (New - Close) / \$ Earned	- optimize lead time - forecast \$ amount in the pipeline
ABM	# of First Meetings	- Demo, first meeting with account manager
ABM	Demo Rating	Survey of demo
ABM	MQA Marketing qualified accounts	- SMB, mid, enterprise
ABM	# Sales Activities of each kinds	
ABM	New User, MQL, SQL, Opportunity, Closed by source	
ABM	Revenue by Lead Source	
ABM	# of New User, MQL, SQL, Opportunity in the pipeline (month)	
ABM	Expected Revenue by Lead Source	
ABM	Cost Per each Lead, opportunity, closed by Source	
ABM	LVR Lead Velocity Rate, Monthly Velocity	
ABM	Stage Conversion = Leads / New Users	
ABM	Stage Conversion = Opportunity / Leads	
ABM	Stage Conversion = Closed Won / Opportunity	

Channel	Metrics	Description
ABM	Sales Velocity = $\frac{\text{(Leads * Deal Value * Conversion)}}{\text{Sales Cycle}}$	
ABM	SDR Issues after/during SQL	
ABM	Lead Score	sales force
ABM	Revenue Generated by Marketing	Sliced by Channel, keyword, campaign
	Marketing Originated Revenue	one touch
	Marketing influenced Revenue	multi-touch attribution platforms. Influence is not real attribution
	Marketing Driven Revenue	multi-touch attribution platforms - marketing, offline marketing, sales activities, avoid double or triple counting, the question is how you want to weight or credit for each stage or referral? Full path revenue
SEO	# Visit	
SEO	Bounce Rate	
SEO	Pages per session	
SEO	Domain Authority	
SEO	Page Authority	
SEO	Citation Flow (# of backlinks)	
SEO	Trust Flow (quality of backlinks)	
SEO	SERP links	
SEO	SERP keywords	
SEO	SERP visits	
SEO	Referring Domains	
SEO	Page Speed	
SEO	http response	
SEO	Exit Pages	
SEO	Traffic by Search Engine	
SEO	Traffic by competitive terms, long tail terms	
SEO	# pages indexed	
SEO	# pages blocked	
SEO	# pages crawled	
SEO	duplicate titles	

Channel	Metrics	Description
SEO	Crawl errors	
SEO	Clicks, Impressions	
SEO	Mobile Traffic	
SEO	Accelerated Mobile Pages	
SEO	Dwell Time	
Content	Lead quality	
Content	Assisted Conversions (Google Analytics)	
Content	Onsite Engagement Score	
Content	Conversion Value	
Content	% of Sales Funnel	
Content	# of traffic	
Content	Social Media ROI	# Buzzsumo
Content	Peer recommendations	
Content	Authority, Domain Expert	
Content	Engagement (time per page, page/session, New/Returning, Referral Traffic)	
Content	Blog, Newsletter subscription	
Content	grade the "receptiveness" of content	
Content	CPE Cost Per Engagement	
Social	Shares	
Social	Comments	
Social	Like	
Social	Follower	