



Digital Marketing Metrics

The comprehensive list of the general digital marketing metrics that can be used in most campaign strategies or campaigns.

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DIGITAL MARKETING

We'll go through the general digital marketing metrics that may be used in almost any advertising strategy or campaign in this part.

Number of Impressions.

The number of times an ad has been shown on users' screens. Unlike reach, impressions include users who have seen the ad more than once. On some platforms, impressions are even counted when the ad is below the fold and not yet seen by the user, thus it is more of a general metric.

$$\text{Total Impressions} = \text{Reach} * \text{Frequency}$$



Number of Clicks.

The total number of times that an advertisement was clicked on. Not all clicks result in web traffic because sometimes the link malfunctions or the user closes their browser before the landing page loads.

Number of Leads.

The number of potential customer contacts you acquire through the completion of a form or profile. It's important to constantly regulate the evolution of your leads. If they increase in volume and quality, it means your strategy is successful. If they decrease progressively or stay stagnant, you should optimize them.

Conversions.

A conversion is when a user completes an action that furthers them along the conversion funnel. This could be downloading content, downloading an app, filling out a form, or making a purchase. Tracking conversions will help you to analyze how effective your advertisements and campaigns are.



Reach.

Reach refers to the total number of individual people who have seen your ad. Each user is only counted once, regardless of how many times they have seen the advertisement.

Time on the Website.

Indicates the total time users spend on your website. If this metric is high, it means that you offer interesting content and the design is attractive. If the time on site is low, you should check if certain aspects of your website could be improved to retain more of the user's time. However, low website time isn't a bad sign for all brands. For transaction-based businesses, low website time could be a good thing because it means that your website is efficient.

Cost Per Thousand (CPM).

Also referred to as Cost per Mille ("mille" means "thousand" in Latin). CPM represents the cost of 1,000 impressions of an ad. How much do you pay to get your ad to appear 1,000 times.



Effective Cost Per Thousand (eCPM).

eCPM is the estimated cost of 1,000 impressions for an ad campaign that does not track CPM. For example, if you are running a campaign based on CPC, eCPM is the effective way to know the cost of 1,000 impressions in your campaign. To calculate: $eCPM = CTR * CPC * 10$



Cost Per Click (CPC).

Represents how much you pay each time someone clicks on your ad.

$$\text{Budget of the campaign} / \text{Number of clicks}$$



Cost Per Lead (CPL).

This metric measures the cost associated with acquiring leads from your ad. These users must perform a specific action beyond clicking on the advertisement, like filling out a personal data form, for example.

$$\text{CPL} = \text{Total amount spent on advertising} / \text{Leads generated}$$

Customer Acquisition Cost (CAC).

The amount of money spent to acquire each new customer.

$\text{CAC} = \text{Total cost of the campaign (Within a specific time)} / \text{Clients generated (in the same period)}$

Cost Per Acquisition (CPA).

How much money each conversion or acquisition costs you. This will always be higher than your CPC since not everyone who clicks an ad becomes a customer. CAC and CPA can be used interchangeably since most acquisitions are clients. As your conversion rate improves, your CPA will go down.



.Lifetime Value (LTV).

Calculation of the profit you earn from a client during the full time that they use your platform, product, or service. You can compare the LTV of different origins to compare the channels that bring in the most valuable customers. We provided the most simple calculation of this metric below.

Customer Lifetime Value = Average purchase amount * Gross margin percent * Number of purchases * Number of Years



Cost Per Conversion.

The average cost per conversion. A conversion does not necessarily mean a sale. It could be a download, a filled out form or a phone call.

$$\text{Cost per conversion} = \text{Total invested budget} / \text{Total conversions}$$

Monthly Recurring Revenue (MMR).

This is the standardized recurring income your membership site receives in a month. It's an essential metric for any website where you need to be a member and is popular in SAAS (software as a service) projects. MMR averages different pricing plans and billing periods in a single number.

$$\text{Total customers} * \text{Average amount paid by each client}$$

Annual Recurring Revenue (ARR).

This is the standardized recurring income you receive over the course of a year. ARR is mainly used for B2B subscription businesses. To utilize it best, you must have term agreements with a minimum duration of one year.

$$\text{ARR} = \text{Total contracts value} / \text{Number of years}$$



Revenue per Visitor (RPV).

Calculation of the amount of money generated by each visitor that has entered your website or platform. This allows you to calculate the benefit that each extra visit creates.

$$\text{RPV} = \text{Total Revenue} / \text{Total visitors of your platform}$$

Return of Investment (ROI).

How much money do you recover from the different marketing activities conducted over a period of time? ROI allows you to see what campaigns work best because the higher the return, the better the investment. There are several ways to calculate this, but the two most basic are:

$$\text{ROI} = (\text{Customer Lifetime Value} - \text{Marketing Investment}) / \text{Marketing investment}$$

$$\text{ROI} = (\text{Profit} - \text{Investment}) / \text{Investment}$$



Return on Ad Spend (ROAS).

This is the total amount of revenue a company receives for every dollar spent on advertising. Essentially it helps to gauge the effectiveness of an online advertising campaign.

$$\text{ROAS} = \text{Revenue from ad campaign} / \text{Cost of ad campaign} \text{ ROAS} = (\text{Income} / \text{Investment}) * 100$$

Bounce Rate.

Indicates the percentage of users who have visited your website but not navigated through it. Essentially this number represents the number of users who entered your website but were not interested in the additional content, so they left before navigating further. This data helps to assess the effectiveness of your landing pages. A high bounce rate means that there is a problem with the content or with the browsing experience of your website. Ideally, the number should be as low as possible.

$$\text{Bounce rate} = \text{Number of users who "bounced"} / \text{Total site visits}$$



Click Through Rate (CTR).

This metric indicates how many people clicked on your ad or link after viewing it. It is commonly used to measure the success of online advertisements and is a major factor in determining the quality score on Google Adwords.

$$\text{CTR} = (\text{Clicks} / \text{Impressions}) * 100$$



Conversion Rate.

The percentage of conversion you receive for every 100 visitors.

$$\text{CR} = (\text{Number of conversions} / \text{Number of visitors}) * 100$$

Call Through Rate.

This is the total number of people who click a “click to talk” button, image, or text, to request an immediate connection with your company. This could be through an email, a phone call, or a text.

$$\text{Call Through Rate} = \text{Total number of calls} / \text{Total visitors to the ad}$$

Customer Retention Rate (CRR).

The percentage of customers you still have at the end of a period of time, relative to the number you had when the period of time started. This can help you identify errors and trends, in addition to being a good indicator of engagement and brand loyalty.

$$\text{CRR} = [(\text{Number of customers at the end of the period}) - (\text{New customers acquired in the period})] / \text{Customers at the beginning of the period}$$



Post Click Conversion.

The number of people who clicked on an ad and then converted within 30 days.

Post View Conversion.

The number of people who saw an ad but then converted without clicking on it, within a defined period of time.





SOCIAL MEDIA MARKETING

In today's economy, having a strong social media presence is essential for success.

Every day, new tools and tactics emerge, so it's critical to stay on top of the latest developments and understand how to track your progress.

The list that follows will assist you in keeping track of your social media activity.



Engagement.

One of the most fundamental metrics in social media. It is found by counting the number of people who have reacted, commented, or clicked on one of your posts. This is a very common and valuable metric for all social media platforms.

Share of Voice (SOV).

The market share a brand or company owns. This metric reflects how relevant your brand is, what percentage of the conversation on a topic is gathered around you or your brand, and how much attention your content generates. Here is a quick example of how SOV is calculated: If you looked at 10,000 Instagram posts about red shoes over the duration of a month and your brand was present in 5,000 of them, then your brand has an SOV of 50% on Instagram.

Facebook Reach.

Indicates the number of individuals who have seen your post (organically or paid), no matter how many times they've seen your ad. This is one of the metrics you can see on Facebook Insights.



Facebook Referral Traffic.

This metric shows you the number of users that are redirected to your page from Facebook. You can use this metric to assess the effectiveness of your Facebook campaigns and the functionality of your organic posts.

Page Likes.

Represents the number of users who have liked your page or profile. This is a good indicator of engagement and it allows you to see the growth of your community in the short and long term.

Followers.

The number of followers represents the number of users who have chosen to follow your page. In general, when a user follows your brand, they will be able to see your updates, posts, and activity in their news feed. Due to a recent update, the number of followers is now different from the number of likes on Facebook. Users can like your page without following your posts. It is important to pay attention to this difference because your followers are much more likely to engage with your posts.



Negative Feedback.

This is any negative action taken towards your page or your content. This includes those who have hidden your posts or marked them as spam. It's important to monitor negative feedback because it will help understand what type of content your followers dislike.

Brand Hashtag Use.

This metric is typically found on Instagram. To calculate it, set a period of time and observe the use of a specific hashtag. Compare it with another period to see its growth or descent. Your hashtags indicate how much you are talked about within a network.

Competitor's Hashtag Use.

Tracking this will show the evolution and growth of your hashtags in comparison with your competitors. Comparing them can give you insights into what works best for hashtags and posts. If your competitors "win," study their strategy to improve your own.



Demographic Data.

The demographic data of your posts will show you who your real target audience is. This information allows you to identify the age, location, and interests of your most engaged users. Use this information to assess if you are reaching the right audience for your business. Demographic data can be found in Google Analytics and Facebook.

People Talking About This.

This metric measures the total number of people who are talking about your service or product on a social network (Facebook, Twitter, Instagram, LinkedIn, etc.) Any hashtag, name or tag related to your company is part of this metric.



Watch Time.

Watch time is the total amount of time users have watched your video on YouTube. It is essentially the combined total amount of minutes or hours that your video has been viewed.

Average Duration of Views.

This is the total viewing time of your video divided by the total number of views, including replays. In other words, it measures the average time that users have watched your video. This metric is important because it reveals the ideal video length for your audience. For example, if the average video duration of a 45-second video is 30 seconds, it is highly recommended to cut your future videos by 15 seconds or improve the pace and quality of the videos so that users don't stop watching the content.

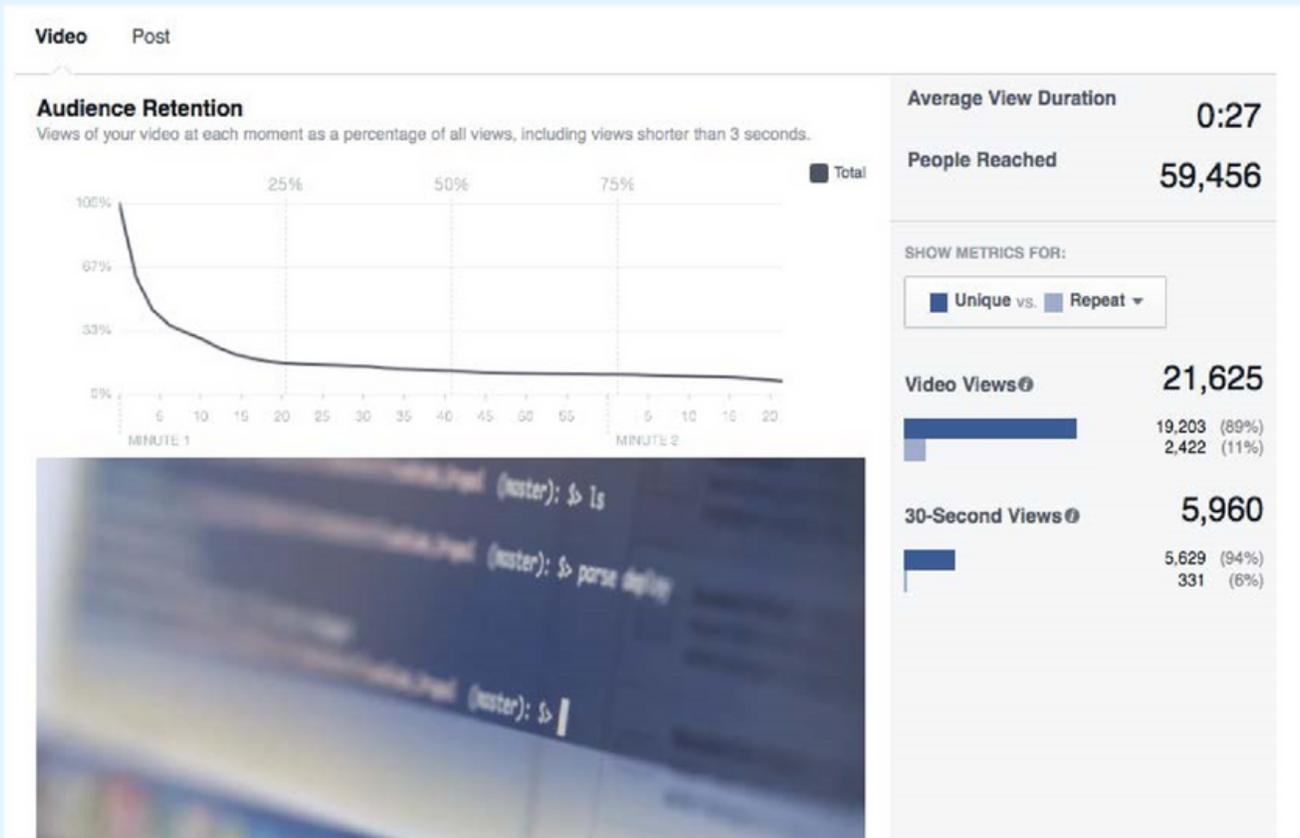
Average Completion Rate.

This metric measures the video's ability to keep users' attention. Facebook uses this rate to classify videos in users' News Feed; That's why it's critical that your Facebook videos captivate users from start to finish.



Video Retention.

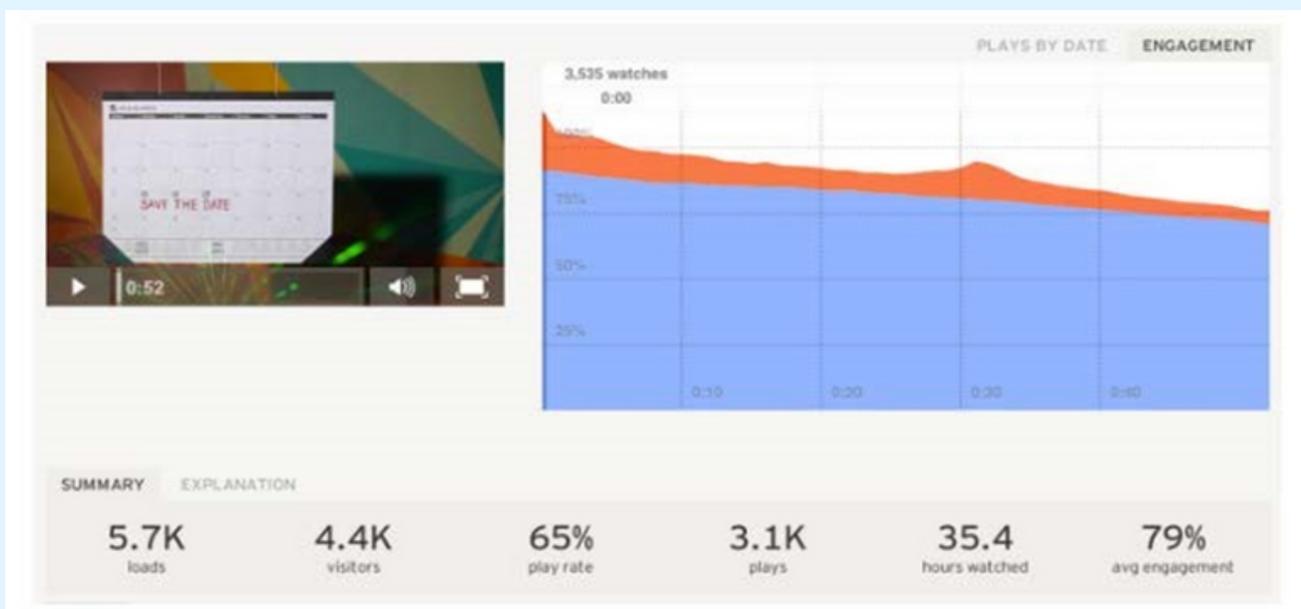
Indicates the percentage of the video that users watch on average. Facebook and YouTube will show this metric in a graph. One axis displays what percentage of initial users are still watching the video, and the other shows what percentage of the total video duration they have reached. Drops in the curve will help you understand when your audience stops watching the video. If this occurs at a specific point, you'll need to look at what happens at that particular time and assess how you can change it for future videos.





Replay.

Replays are the number of times your audience watches a video or specific parts of it again. If many users replay a certain part, represented by an orange section in the chart, they are likely interested in the topic that is being addressed at that time.



YouTube CTR.

YouTube CTR measures how many times users have clicked on a video after seeing its thumbnail, whether it be in the suggested videos sidebar or in the search. The higher the CTR, the better because YouTube will further suggest the video in question.



Click Rate.

This measures the effectiveness of the video to motivate users to take the desired action after viewing. If the rate is low, consider changing the location of the call to action. Audience retention graphics reveal that most users don't watch the entire video, so you should put the CTA towards the beginning.

Engagement.

According to Facebook, the number of shares, likes, and comments on a video are the best indicators of how attractive the content is to the public. Engagement is one of the key factors in boosting the organic reach of your video: if some of the audience responds positively to it, then Facebook concludes that the rest will also like it.

Increased Followers and Subscribers.

The YouTube subscriber report will show you which videos earn or lose subscribers, their geographic location, and the dates users subscribe or unsubscribe from your channel.



Location and Main Audiences.

This Facebook tool allows you to learn more about your buyer persona and direct your boosted videos more accurately. That is, with this data, you will be able to detect your most loyal and engaged audience on Facebook. For example, if your average audience is between 35 and 44 years old and in Mumbai, you can direct your videos to this target.

Number of Live Viewers.

This metric indicates the highest viewing period during your Facebook live video. If the peak is very high at the start and then decays, that suggests that you should make changes for the next live video.





Reactions.

Facebook will display a distribution of your audience's reactions during live streams. This will help determine the emotions your video is generating.

Playback Rate.

Playback rate is the number of users who play your video on the website in which the video is hosted. It is calculated by dividing the number of views against the page visits. If the page's playback rate is low, it is likely that the video video video is not relevant to the theme of the page.

Who Watches Your Videos.

If you can monitor which contacts in your database watch certain videos on your website, you'll get a lot of information about what their problems are and how you can solve them. Your marketing team will be able to send them content related to what they're watching, and your sales team will know exactly how to help them.



Cost Per View (CPV).

This indicates the amount of money you pay to get a user to watch your video. On YouTube, a view is only counted if the user watches for 30 seconds or more.

$$\text{CPV} = \text{Total Amount Spent on Promotion} / \text{Total Views}$$

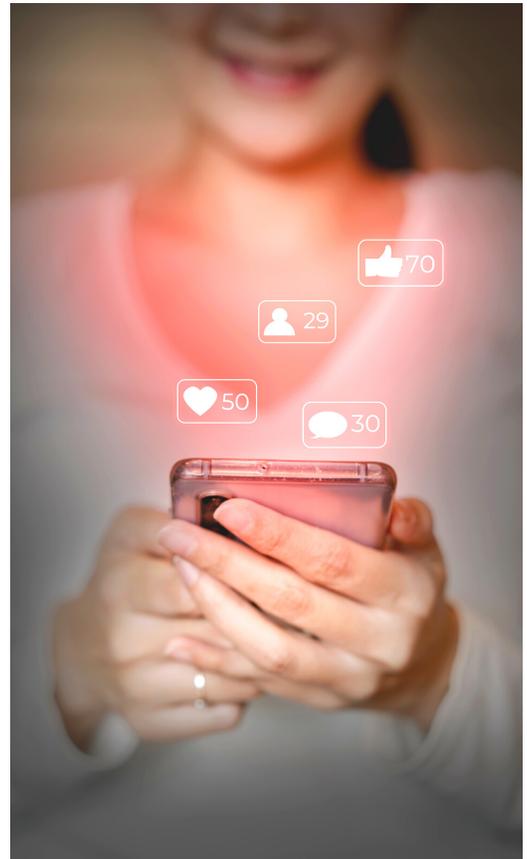
Muted Video.

This metric represents the number of people who watched your video on mute. A user may keep a video mute for a number of reasons. This metric can be tracked to consider implementing a video strategy where the audio is not essential.

Thank you!

For downloading our eBook on digital marketing metrics. We hope that this guide will be useful to you in your digital marketing tactics.

We hope to hear from you soon.



Do You Need More Help?

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