

What to Measure

General/Cross-Channel

- Lead
- Sales
- Conversions
- Sales Close Rate
- Customer Lifetime Value (CLV)
- Customer Acquisition Cost (CAC)
- Customer Satisfaction
- Return on Investment (ROI)

Website

- Website Traffic
- Organic Traffic
- Direct Traffic
- Paid Traffic
- Unique Visitors
- Bounce Rate
- Session Duration
- Form Abandonment Rate
- Leads
- Sales
- Revenue

SEO & SEM

- Organic Traffic
- Direct Traffic
- Paid Traffic
- Page Load Speed
- Keyword Rankings
- Backlinks
- Click-Through Rate (CTR)
- Cost Per Mille (CPM)
- Domain Authority
- Leads
- Sales
- Revenue

PPC

- Clicks
- Click-Through Rate (CTR)
- Cost Per Click (CPC)
- Impressions
- Leads
- Sales
- Revenue

Email

- Open Rate
- Click Rate
- Click-Through Rate (CTR)
- Delivery Rate
- Bounce Rate
- Hard Bounces
- Soft Bounces
- Unsubscribes
- Unsubscribe Rate
- Subscribes
- Spam Score
- Leads
- Sales
- Revenue

Social Media

- Total Engagement
- Engagement Rate
- Top Posts
- Likes
- Comments
- Shares
- Mentions
- Followers
- Follower Growth Rate
- Referral Traffic to Website
- Landing Page Views
- Leads
- Sales
- Revenue

Content

- Traffic
- Unique Visitors
- Session Duration
- Bounce Rate
- Comments
- Social Shares
- Backlinks
- Organic Rankings
- Subscribers
- Referrals
- Leads
- Sales
- Revenue