

Metric Name	Description	Category	Formula		Usage Example
Customer Acquisition Cost (CAC)	Total cost of acquiring a new customer	Cost Efficiency	Total Cost of Marketing / Number of New Customers	If you spent \$500 on ads and gained 10 new customers, CAC = $\$500 / 10 = \$50$	
Return on Investment (ROI)	Measure of the profitability of an investment	Profitability	(Net Profit / Cost of Investment) * 100	If you spent \$1000 and made \$1500, ROI = $(\$1500 - \$1000) / \$1000 * 100 = 50\%$	
Conversion Rate	Percentage of users who take a desired action	Effectiveness	(Conversions / Total Visitors) * 100	If you had 200 visitors and 20 conversions, Conversion Rate = $(20 / 200) * 100 = 10\%$	
Click-Through Rate (CTR)	Percentage of people who clicked on an ad versus those who saw it	Engagement	(Clicks / Impressions) * 100	If your ad had 1000 impressions and 50 clicks, CTR = $(50 / 1000) * 100 = 5\%$	
Cost Per Click (CPC)	Cost incurred for each click on an ad	Cost Efficiency	Total Spend / Total Clicks	If you spent \$200 and had 100 clicks, CPC = $\$200 / 100 = \$2$	
Lead Conversion Rate	Percentage of leads that convert into customers	Effectiveness	(Customers / Total Leads) * 100	If you generated 100 leads and converted 10, Lead Conversion Rate = $(10 / 100) * 100 = 10\%$	
Lifetime Value (LTV)	Total revenue expected from a customer during their engagement	Value Metric	Average Purchase Value * Average Purchase Frequency * Average Customer Lifespan	If Avg Purchase = \$100, Frequency = 5, Lifespan = 3 years, LTV = $\$100 * 5 * 3 = \$1500$	
Return on Ad Spend (ROAS)	Revenue generated for every dollar spent on advertising	Profitability	Revenue from Ads / Cost of Ads	If you earned \$3000 from ads and spent \$1000, ROAS = $\$3000 / \$1000 = 3$	
Social Media Engagement Rate	Interaction level on social media posts compared to reach or impressions	Engagement	(Engagements / Impressions) * 100	If a post has 150 engagements from 3000 impressions, Engagement Rate = $(150 / 3000) * 100 = 5\%$	
Email Open Rate	Percentage of recipients who open an email compared to the total number sent	Engagement	(Opened Emails / Total Emails Sent) * 100	If you sent 1000 emails and 200 were opened, Open Rate = $(200 / 1000) * 100 = 20\%$	
Email Click-Through Rate	Percentage of opened emails that clicked on a link	Engagement	(Clicks / Opened Emails) * 100	If 200 emails opened and 30 clicked, Click-Through Rate = $(30 / 200) * 100 = 15\%$	
Bounce Rate	Percentage of visitors who navigate away from the site after viewing only one page	Effectiveness	(Single Page Visits / Total Visits) * 100	If 300 out of 1000 visitors bounced, Bounce Rate = $(300 / 1000) * 100 = 30\%$	
Impressions	Total number of times an ad is displayed to users	Awareness	NaN	If your ad was shown 5000 times, Impressions = 5000	
Net Promoter Score (NPS)	Measure of customer loyalty and satisfaction	Customer Feedback	% Promoters - % Detractors	If 70% are promoters and 10% are detractors, NPS = $70 - 10 = 60$	
Cost Per Lead (CPL)	Cost incurred to acquire a single lead	Cost Efficiency	Total Cost / Total Leads	If \$600 is spent and generates 150 leads, CPL = $\$600 / 150 = \$4$	
Website Traffic	Total number of visitors to a website over a specific period	Traffic Metric	NaN	If your site had 10,000 visitors in a month, Traffic = 10,000	
Page Views	Total number of pages viewed by users on your website	Traffic Metric	NaN	If users viewed a total of 25,000 pages, Page Views = 25,000	
Average Session Duration	Average amount of time visitors spend on the site	User Engagement	Total Session Time / Total Sessions	If total session time is 1000 minutes for 200 sessions, Average Session Duration = $1000 / 200 = 5$ minutes	
Return on Marketing Investment (ROMI)	Measurement of the effectiveness of marketing campaigns	Profitability	(Revenue from Marketing - Cost of Marketing) / Cost of Marketing	If \$2000 revenue from \$1000 spent, ROMI = $(\$2000 - \$1000) / \$1000 = 100\%$	
Churn Rate	Percentage of customers who stop using a service over a given period	Retention Metric	(Lost Customers / Total Customers at Start of Period) * 100	If you start with 100 customers and lose 5, Churn Rate = $(5 / 100) * 100 = 5\%$	
Customer Retention Rate	Percentage of customers retained over time	Retention Metric	(Customers at End - New Customers) / Customers at Start * 100	If you had 90 customers at start, gained 10 new, and ended with 95, Retention Rate = $(95 - 10) / 90 * 100 = 94.44\%$	
Return on Customer	The return generated from	Profitability	(Revenue - Investment	If you invest \$500 in a customer and earn \$1200, ROCI = $(\$1200 -$	

Investment (ROI)	investing in a customer		Cost) / Investment Cost	\$500) / \$500 = 140%
Cost Per Acquisition (CPA)	Cost incurred to acquire a single customer	Cost Efficiency	Total Cost / Total Acquired Customers	If \$4000 is spent for 100 customers, CPA = \$4000 / 100 = \$40
Organic Traffic Growth Rate	Measure of increase in visitors arriving from organic search	Growth Metric	(New Organic Visitors - Old Organic Visitors) / Old Organic Visitors * 100	If 200 organic visitors last month and now 300, Growth Rate = (300 - 200) / 200 * 100 = 50%
Lead-to-Customer Rate	Percentage of leads that become paying customers	Effectiveness	(Customers / Leads) * 100	If you convert 25 out of 200 leads, Rate = (25 / 200) * 100 = 12.5%
Engagement Rate	Specific metric assessing interaction with content/webpage	Engagement	(Total Engagements / Total Impressions) * 100	If you have 400 engagements on 8000 impressions, Engagement Rate = (400 / 8000) * 100 = 5%
Cost per Engagement (CPE)	Cost incurred for each user engagement	Cost Efficiency	Total Cost / Total Engagements	If you spent \$500 for 200 engagements, CPE = \$500 / 200 = \$2.5
Website Conversion Rate	The proportion of visitors that complete a desired action	Effectiveness	(Conversions / Total Visitors) * 100	If you convert 50 visits out of 2000, Conversion Rate = (50 / 2000) * 100 = 2.5%
Revenue per Visitor (RPV)	Average revenue generated per visitor to the website	Revenue Metric	Total Revenue / Total Visitors	If the site made \$2000 from 1000 visitors, RPV = \$2000 / 1000 = \$2
Unique Visitors	Count of distinct individuals visiting the site in a given period	Traffic Metric	NaN	If 1500 unique individuals visit your site, Unique Visitors = 1500
Search Engine Results Page (SERP) Visibility	Position of website in search engine results	Visibility Metric	NaN	If your site ranks #1 for 10 keywords, Visibility = 10
Average Order Value (AOV)	Average amount spent by customers per order	Revenue Metric	Total Revenue / Total Orders	If total revenue is \$5000 from 250 orders, AOV = \$5000 / 250 = \$20
Traffic Sources Breakdown	Distribution of traffic segmented by source (SEO, PPC, Social, etc.)	Traffic Metric	NaN	If you have 40% organic, 35% direct, 15% social, and 10% referral traffic, breakdown is 40/35/15/10
Influencer Engagement Rate	Interaction level with influencer's content compared to reach	Engagement	(Engagements / Impressions) * 100	If an influencer has 200 interactions from 5000 impressions, Engagement Rate = (200 / 5000) * 100 = 4%
Affiliate Marketing ROI	Return generated from affiliate marketing efforts	Profitability	(Revenue from Affiliates - Cost of Affiliates) / Cost of Affiliates	If \$3000 is generated from \$1000 spent on affiliates, ROI = (\$3000 - \$1000) / \$1000 = 200%
Content Marketing ROI	Profit generated from investment in content marketing	Profitability	(Revenue from Content - Cost of Content) / Cost of Content	If you earn \$5000 from \$2000 spent on content, ROI = (\$5000 - \$2000) / \$2000 = 150%
Referral Rate	Percentage of customers who refer new customers	Customer Advocacy	(Referred Customers / Total Customers) * 100	If 30 customers refer from 300 total customers, Referral Rate = (30 / 300) * 100 = 10%
Brand Awareness Score	Measure of how well consumers recognize or recall a brand	Awareness Metric	NaN	If surveys show 70% recognition of your brand in a target demographic, Score = 70%
User Feedback Score	Evaluation score based on user reviews and feedback	Customer Feedback	NaN	If average score from 100 surveys is 4.5 out of 5, User Feedback Score = 4.5
Media Efficiency Ratio	Ratio of ad spend to revenue generated from ads	Cost Efficiency	Revenue from Ads / Cost of Ads	If \$10,000 in revenue for \$2000 spent, Ratio = \$10,000 / \$2000 = 5
Growth in Email List Size	Increase in the number of subscribers over time	Growth Metric	(New Subscribers - Old Subscribers) / Old Subscribers * 100	If you have 500 old subscribers and gain 200 new, Growth = (700 - 500) / 500 * 100 = 40%
Social Share of Voice (SOV)	Proportion of mentions your brand receives relative to others	Brand Awareness	(Your Mentions / Total Mentions) * 100	If your brand has 300 mentions out of 1200 total mentions, SOV = (300 / 1200) * 100 = 25%
Video Engagement Rate	Percentage of viewers interacting with video content	Engagement	(Interactions / Total Views) * 100	If 50 interacted from 1000 views, Engagement Rate = (50 / 1000) * 100 = 5%
App Download Conversion Rate	Percentage of visits that result in app downloads	Effectiveness	(App Downloads / Visitors) * 100	If you had 500 visitors with 50 downloads, Rate = (50 / 500) * 100 = 10%

Ad Impressions Growth Rate	Measure of how the number of ad impressions changes over time	Traffic Metric	(New Impressions - Old Impressions) / Old Impressions * 100	If impressions change from 2000 to 3000, Growth = (3000 - 2000) / 2000 * 100 = 50%
Average Response Time	Average time taken to respond to customer inquiries	Customer Service Metric	Total Response Time / Total Inquiries	If the total response time is 100 minutes over 20 inquiries, Average Response = 100 / 20 = 5 minutes
Purchase Frequency Rate	How often the average customer makes a purchase in a given period	Customer Behavior	Total Purchases / Total Customers	If there are 100 purchases by 20 customers, Frequency = 100 / 20 = 5 times
Cost Per Thousand Impressions (CPM)	Cost incurred for serving 1000 impressions of an ad	Cost Efficiency	Total Cost / (Impressions / 1000)	If \$500 is spent for 100,000 impressions, CPM = \$500 / (100000 / 1000) = \$5
Event Attendance Rate	Percentage of invitees who attend an event	Effectiveness	(Attendees / Invited) * 100	If 200 attended out of 1000 invited, Attendance Rate = (200 / 1000) * 100 = 20%
Influencer Marketing ROI	Return generated from influencer collaborations	Profitability	(Revenue from Influencers - Cost of Influencers) / Cost of Influencers	If you earn \$7000 from \$3000 spent on influencers, ROI = (\$7000 - \$3000) / \$3000 = 133%
Product Return Rate	Percentage of products returned by customers after purchase	Customer Satisfaction	(Returned Products / Total Sold Products) * 100	If 30 out of 1000 sold are returned, Return Rate = (30 / 1000) * 100 = 3%
Social Media Follower Growth Rate	Rate at which social media followers increase	Growth Metric	(New Followers - Old Followers) / Old Followers * 100	If you started with 200 followers and gained 100, Growth Rate = (300 - 200) / 200 * 100 = 50%
Failure Rate	Percentage of campaigns that didn't meet goals or KPI	Effectiveness	(Failed Campaigns / Total Campaigns) * 100	If 20 out of 100 campaigns failed, Failure Rate = (20 / 100) * 100 = 20%
Customer Satisfaction Score (CSAT)	Measure of customer satisfaction through survey responses	Customer Feedback	(Number of Satisfied Customers / Total Number of Customers Surveyed) * 100	If 80 out of 100 customers report satisfaction, CSAT = (80 / 100) * 100 = 80%
Search Engine Traffic	Visitors who arrive via search engines	Traffic Metric	NaN	If 4000 visitors came from search engines, Traffic = 4000
Channel Performance Ratio	Measure of overall performance of various marketing channels	Performance Metric	NaN	If Channel A generates 50% traffic, Channel B 30%, Channel C 20%, Ratios = 50/30/20
Daily Active Users (DAU)	Number of unique users engaging with a product or service daily	User Engagement	NaN	If your app has 300 DAU, Active Users = 300
Monthly Active Users (MAU)	Number of unique users engaging with a product or service monthly	User Engagement	NaN	If your app has 1200 MAU, Active Users = 1200
Remarketing Conversion Rate	Conversion rate for users who have been re-targeted via ads	Effectiveness	(Conversions from Remarketing / Total Re-targeted Users) * 100	If 20 of 100 users convert from remarketing, Rate = (20 / 100) * 100 = 20%
Customer Feedback Rate	Percentage of customers who provide feedback after purchase	Customer Feedback	(Feedback Provided / Customers Surveyed) * 100	If 150 out of 1000 provide feedback, Rate = (150 / 1000) * 100 = 15%
Cross-Promotion Rate	Percentage of users who engage with multiple products or services	User Engagement	(Users Engaging with Multiple Products / Total Users) * 100	If 70 out of 500 use multiple products, Rate = (70 / 500) * 100 = 14%
Customer Lifetime Value to CAC Ratio (LTV:CAC)	Comparative measure of customer value versus acquisition cost	Value Metric	Customer Lifetime Value / Customer Acquisition Cost	If LTV is \$1500 and CAC is \$200, Ratio = \$1500 / \$200 = 7.5
Chatbot Engagement Rate	Percentage of visitors interacting with chatbot	Engagement	(Chatbot Interactions / Total Visitors) * 100	If your chatbot had 150 interactions from 1000 visitors, Rate = (150 / 1000) * 100 = 15%
Customer Engagement Score	A composite score measuring overall customer engagement	Engagement Metric	NaN	If the score is from surveys, interactions, and sales conversions, score can be populated accordingly.
Audience Growth Rate	Measure of increase in audience size over a set period	Growth Metric	(New Audience - Old Audience) / Old Audience * 100	If you grow from 500 to 700 audience members, Growth Rate = (700 - 500) / 500 * 100 = 40%
Referral	Percentage of customers	Effectiveness	(Referred Customers /	If you refer 100 customers and

Conversion Rate	acquired through referrals	Effectiveness	Total Referrals) * 100	gain 20, Conversion Rate = (20 / 100) * 100 = 20%
Community Engagement Rate	Interaction level in community forums or social groups	Engagement	(Engagements in Community / Community Members) * 100	If a community has 200 members and 50 engagements, Rate = (50 / 200) * 100 = 25%
Search Ranking Position	Position on the search results page for specific keywords	Visibility Metric	NaN	If your site ranks #3 for its target keyword, Ranking Position = 3
Lead Nurturing Conversion Rate	Percentage of nurtured leads that convert to sales	Effectiveness	(Converted Leads / Total Nurtured Leads) * 100	If 15 out of 100 nurtured leads convert, Rate = (15 / 100) * 100 = 15%
Cost Per Engagement (CPE)	Cost of gaining an engagement in a campaign	Cost Efficiency	Total Cost / Total Engagements	If \$800 is spent and 400 engagements are gained, CPE = \$800 / 400 = \$2
Upsell Rate	Percentage of customers who purchase additional products or services	Sales Metric	(Upsells / Total Sales) * 100	If you upsell to 25 of 500 customers, Rate = (25 / 500) * 100 = 5%
Mobile Traffic Percentage	The percentage of visitors who arrive via mobile devices	Traffic Metric	(Mobile Visitors / Total Visitors) * 100	If 300 mobile visitors out of 1000 total, Percentage = (300 / 1000) * 100 = 30%
Marketing Qualified Leads (MQL)	Leads deemed more likely to become customers based on specific criteria	Lead Metric	NaN	If you identify 150 MQLs from 1000 leads, MQL Count = 150
Sales Qualified Leads (SQL)	Leads that have been vetted as being ready for sales contact	Lead Metric	NaN	If you designate 80 SQL from 150 MQLs, SQL Count = 80
Cost Per Acquisition Ratio	Metric comparing CPC and CPA for different channels	Cost Efficiency	CPC / CPA	If CPC=\$1.50 and CPA=\$20, CPA Ratio = \$1.50 / \$20 = 0.075
Video Views Growth Rate	Rate at which views increase on video content	Growth Metric	(New Video Views - Old Video Views) / Old Video Views * 100	If your video grows from 200 to 400 views, Growth Rate = (400 - 200) / 200 * 100 = 100%
Social Media Post Reach	Total number of unique users who saw a specific post	Reach Metric	NaN	If a post reaches 5000 users, Reach = 5000
Lead Generation Rate	The rate at which leads are generated from a campaign	Effectiveness	(New Leads / Total Visitors) * 100	If 200 leads from 5000 visitors, Generation Rate = (200 / 5000) * 100 = 4%
Cost Per Click Ratio (CPC Ratio)	Comparison metric for CPCs across different campaigns or keywords	Cost Efficiency	CPC for Campaign A / CPC for Campaign B	If Campaign A CPC is \$2.00, and Campaign B is \$1.50, Ratio = \$2.00 / \$1.50 = 1.33
Dynamic Pricing Impact	Measure of revenue change due to dynamic pricing strategies	Profitability	Revenue Change / Original Revenue * 100	If dynamic pricing increases revenue from \$10,000 to \$15,000, Impact = (\$15,000 - \$10,000) / \$10,000 * 100 = 50%
Local SEO Performance	Metrics assessing effectiveness in local search results	Performance Metric	NaN	If metrics show increases in local rankings, performance can be analyzed over time.
Ad Spend Efficiency	Measurement of how effectively ad dollars translate to revenue	Cost Efficiency	Revenue Generated / Total Ad Spend	If \$20,000 revenue from \$5000 ad spend, Efficiency = \$20,000 / \$5000 = 4
Content Share Rate	Percentage of content that gets shared across social media	Engagement	(Shares / Total Views) * 100	If your content is shared 100 times out of 2000 views, Share Rate = (100 / 2000) * 100 = 5%
Mobile Conversion Rate	Conversion rate of mobile visitors on a site	Effectiveness	(Mobile Conversions / Mobile Visitors) * 100	If 30 mobile conversions out of 1000 visitors, Mobile Rate = (30 / 1000) * 100 = 3%
Customer Interaction Score	Score based on quality and quantity of customer interactions	Engagement Metric	NaN	This score can be derived from customer service interactions, purchases, and engagement metrics.
Banner Ad Click Rate	Percentage of clicks on banner ads compared to impressions	Engagement	(Clicks on Banner Ads / Impressions) * 100	If 50 clicks from 5000 impressions, Click Rate = (50 / 5000) * 100 = 1%
Return on Investment per Channel	ROI specific to individual marketing channels	Profitability	(Channel Revenue - Channel Cost) / Channel Cost	For Channel A with revenue \$6000 and cost \$2000, ROI = (\$6000 - \$2000) / \$2000 = 200%
Referral Program	Percentage of customers acquired through referral	Effectiveness	(New Customers from Referrals / Total	If 50 customers come from a program of 100 referrals, Rate =

Conversion Rate	programs		Referrals) * 100	(50 / 100) * 100 = 50%
E-commerce Customer Satisfaction Score	Customer satisfaction specific to e-commerce experience	Customer Feedback	NaN	Satisfaction can be gauged from post-purchase surveys.
Ad Variance Testing Results	Results from split-testing different ad versions	Effectiveness	NaN	Determine which ad performed better in conversion or click rates.
Customer Feedback Implementation Rate	Rate at which customer feedback is addressed in a business	Operational Metric	(Feedback Implementations / Total Feedback Received) * 100	If you implement solutions from 40 out of 160 feedback instances, Implementation Rate = (40 / 160) * 100 = 25%
Market Penetration Rate	Percentage of target market reached by a business	Market Awareness	(Total Customers / Total Target Market) * 100	If you have 1000 customers in a target market of 10,000, Rate = (1000 / 10000) * 100 = 10%
Ad Retargeting Conversion Rate	Conversion rate for users previously targeted with ads	Effectiveness	(Conversions from Retargeted Users / Total Retargeted Users) * 100	If 30 out of 200 users retargeted convert, Rate = (30 / 200) * 100 = 15%
Sales Growth Rate	Rate at which sales revenue is increasing over time	Sales Metric	(New Sales - Old Sales) / Old Sales * 100	If sales grow from \$50,000 to \$60,000, Growth Rate = (\$60,000 - \$50,000) / \$50,000 * 100 = 20%
Micro-Influencer Engagement Rate	Engagement from micro-influencers in a campaign	Engagement	(Interactions / Impressions from Micro-Influencers) * 100	If 80 interactions from 2000 impressions, Rate = (80 / 2000) * 100 = 4%
Email Segmentation Effectiveness	Effectiveness of segmented email campaigns on engagement	Engagement	(Engagements from Segmented Emails / Total Segmented Emails Sent) * 100	For 400 engagements from 2000 segmented emails: Effectiveness = (400 / 2000) * 100 = 20%
Social Media Advertising ROI	Measurement of return from social media ads	Profitability	(Revenue from Social Ads - Cost of Social Ads) / Cost of Social Ads	If \$8000 made from \$2000 spent, ROI = (\$8000 - \$2000) / \$2000 = 300%