

# DIGITAL MARKETING

HOW TO MEASURE SUCCESS



# MEASURE YOUR SUCCESS

## MARKETING CAMPAIGNS

If you are investing time and effort into your marketing campaigns, you should also measure their success. What works or what is better to leave behind?

## TRACKING KPI'S

Set KPIs in order to monitor campaign performance. Is your campaign on track, underperforming or overperforming?

## OMNICHANNEL

There are different KPI's for every marketing channel.

## REPORTING

By knowing these numbers you will be able to report to your managers, and make improvements where necessary.



# EMAIL MARKETING

## DELIVERY RATE

a great way to monitor the strength of your email list

## OPEN RATE

check the effectiveness of your subject line and see how many people opened your newsletter

## UNSUBSCRIBE RATE

gain insights about your content and frequency by monitoring how many people unsubscribe in every campaign



# EMAIL MARKETING

## CLICK-THROUGH-RATE

is the content relevant and are people interested in reading more?

## BOUNCE RATE ON LANDING PAGES

is your landing page continuing the same message from your email?

## REVENUE PER EMAIL AND CONVERSION RATE

check what the conversion rate is in Google Analytics to calculate the revenue per email



# WEBSITE

## BOUNCE RATE

are visitors finding what they are looking for or are they bouncing off?

## TIME ON PAGE

this is the total time spent on your website of all visits and will tell you more about your content and the relevancy of your site

## UNIQUE VISITORS

these are first-time visitors for a defined period of time and will help you understand your website traffic



# WEBSITE

## PAGES VIEWED PER SESSION

the number of pages a user views per session which is a good indicator of how compelling your content is

## TOP LANDING PAGES

you can check which pages drive the most visitors to your website so you can create a conversion funnel from that page

## TOP EXIT PAGES

the landing pages where your audience leaves your website that should be optimised



# ADVERTISEMENT

## CLICK-THROUGH-RATE (CTR)

the percentage of clicks your ad got based on its impressions

## CONVERSION RATE

how many of those clicks led to a conversion? this is probably one of the most important metrics of your campaign

## RETURN OF INVESTMENT (ROI)

your return of investment tells you how much profit you've made from the ads compared to how much you spent on the products



# ADVERTISEMENT

## CLICKS

how many people that get exposed to the ad actually click on it

## QUALITY SCORE

this is a metric created by Google that tells how relevant the ad is, which will influence the position and bid. this is based on the ad relevance, landing page experience and CTR

## AVERAGE POSITION

the position your ad is shown most of the time





# ADVERTISEMENT

## COST PER CONVERSION/ACQUISITION (CPA)

the price advertiser pay for every new customer they acquire

## IMPRESSION SHARE (CPM)

the total number of people that have seen your ad, it doesn't matter if they clicked on it

## COST PER CLICK

your bid is not necessarily what you'll end up paying since you pay the next highest bid price to beat your competitor. the cost per click shows you your actual cost



# SOCIAL MEDIA

## FOLLOWERS

how many followers does your page have and how is the growth rate

## LIKES

how many likes does your content get - this is important to measure engagement

## COMMENTS

another engagement metric to see how many people commented on your post



# SOCIAL MEDIA

## SHARE

how many people engage with your content by sharing it with somebody

## PROFILE VISITS

how many people have looked at your profile

## BRAND MENTIONS

how often does your brand gets mentioned

## VIDEO VIEWS

how many views does your video content have



# SOCIAL MEDIA

## IMPRESSIONS

how often does your post show up in somebody newsfeed?

## TRAFFIC DATA

what percentage of your website traffic is coming from your social media?

## REACH

how many people have you reached? this can be measured by post or on a daily basis to monitor growth



# CONTENT MARKETING

## TRAFFIC VOLUME

how many visitors does your page get and what channels are they coming from

## PAGES VIEWED

is your content engaging enough for them to keep browsing

## TOP LANDING PAGES

what content performs best on your site

