

LEAD ON ACADEMY

# Marketing Metrics to Monitor



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## Introduction

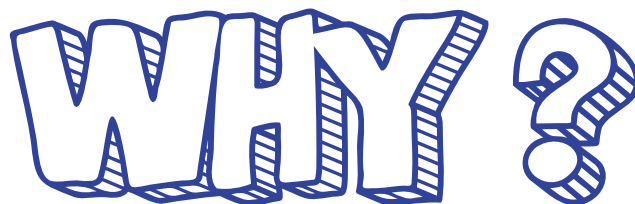
In the ever-evolving digital marketing landscape, data-driven decision-making has become indispensable for success. This white paper aims to provide CMOs, marketing managers, directors and VPs with a detailed guide on the critical marketing metrics to monitor. Understanding these metrics allows organizations to optimize campaigns, improve ROI, allocate resources effectively, and ultimately make informed strategic decisions.

## Importance of Monitoring the Correct Marketing Metrics

Monitoring the right marketing metrics is not just about tracking performance; it's about gaining insights that drive growth and efficiency.

Effective metric monitoring enables:

- **Campaign Optimization:** Continuously improve marketing efforts based on performance data.
- **Enhanced ROI:** Identify high-performing campaigns and allocate resources where they will yield the highest returns.
- **Better Resource Allocation:** Ensure that marketing budgets are spent wisely by focusing on channels that deliver results.
- **Strategic Decision-Making:** Use data to inform long-term marketing strategies and business objectives.



## Benefits of Tracking Performance

Tracking performance through marketing metrics provides several key benefits:

- **Identifying trends and patterns:** Recognize emerging trends in consumer behavior and market conditions.
- **Measuring Success:** Quantify the effectiveness of marketing campaigns and initiatives.
- **Benchmarking:** Compare performance against industry standards and competitors.
- **Problem-Solving:** Identify and address issues early to mitigate risks and optimize outcomes.

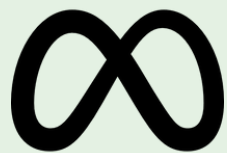
## The Role of Marketing Metrics in Strategic Planning

Marketing metrics play a pivotal role in strategic planning by providing a factual basis for decision-making. They help in:

- **Setting Goals:** Define clear, measurable objectives for marketing campaigns.
- **Allocating Budgets:** Distribute resources based on expected returns.
- **Evaluating Performance:** Assess the success of past campaigns to inform future strategies.
- **Adjusting Tactics:** Make real-time adjustments to ongoing campaigns based on performance data.



## Key Metrics to Monitor by Platform: In-App Metrics





### Meta (Facebook, Instagram)

- **Spent:** Total ad spent
- **Reach and Impressions:** Number of unique users and total ad displays.
- **Frequency:** Average number of times an ad is shown to a user.
- **Cost per Thousand Impressions (CPM):** Cost for one thousand impressions.
- **Link Clicks:** Number of times users click on a link.
- **Outbound Cost-per-click:** the cost for each click that takes a user from the ad on meta to the website.
- **Landing Page Views:** Number of views of the landing page.
- **Click-Through Rate (CTR):** Percentage of users who click on an ad.
- **Cost per Landing Page View:** Cost associated with landing page views.
- **Link Click to Purchase Ratio:** Conversion rate from link click to purchase.
- **Post Engagement:** Interactions with the ad, such as likes, shares, and comments.
- **Hook Rate:** 3-second video plays divided by impressions. This measures initial engagement on a video (%).
- **Hold Rate:** Thruplays divided by impressions. This metric shows the % of engaged users.
- **See More Rate:** Engagement rate with expanded content.
- **Conversion Rate (CR):** Percentage of users who complete a desired action.
- **Purchases and Purchase Conversion Value:** Track sales and revenue generated.
- **Cost per Purchase:** Average cost to acquire a purchase.
- **Return on Ad Spend (ROAS):** Revenue generated per dollar spent on advertising.
- **Average Order Value (AOV):** Average amount spent per order.
- **Cost per Lead (CPL)/Cost per Acquisition (CPA):** Cost associated with acquiring a lead/customer.
- **Existing customers %:** What % of the chosen metric goes to remarketing (breakdown in Meta)
- **Custom breakdowns:** Breakdown in Meta to see metrics breakdown: Age, gender or platform, ...

# In-App Metrics



## Campaigns

NAME	SPENT	CTR	CPM	CPC	LINK CLICKS
New Year Promo	€5,813	1.95%	€2.77	€0.85	4,941
Everything 30% OFF	€3,478	3.98%	€5.00	€0.98	3,408
Christmas Sale	€9,176	2.87%			
Summer Deal	€2,836	1.85%			



## Cost per Conversion

€15.67



## Hook Rate

22.32%

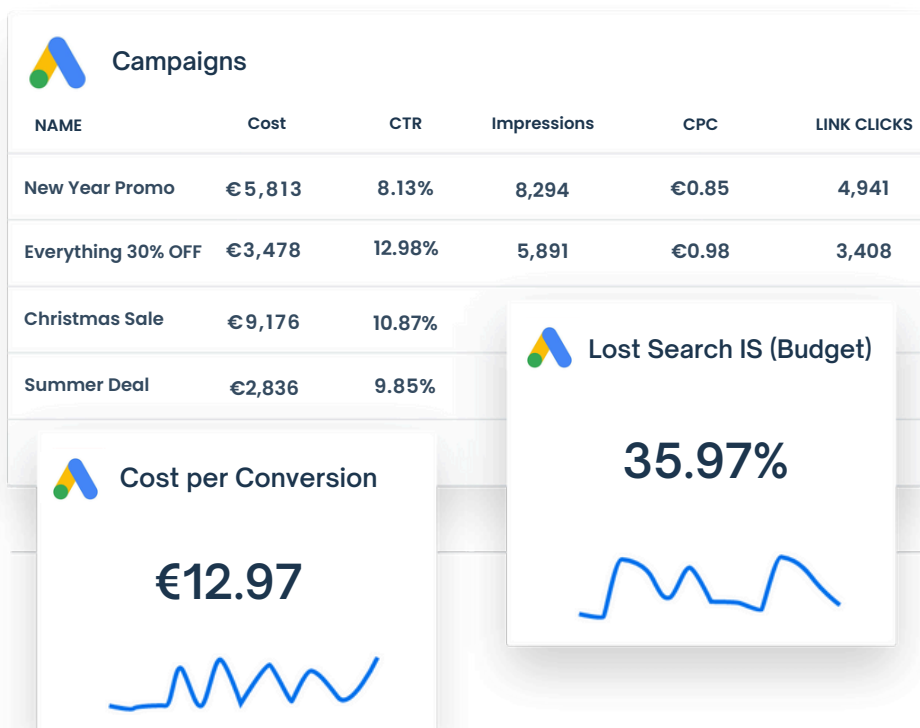


# In-App Metrics



## Google (Search)

- **Search Impression Share:** Share of total available impressions received.
- **Cost per Click (CPC):** Cost for each click on an ad.
- **Clicks:** Number of clicks.
- **Conversions:** Number successful conversions.
- **conversions by conversion time:** the number of conversions that occur, tracked based on the actual time the conversion actions (such as purchases, sign-ups, or downloads) took place.
- **Impressions:** Number of times an ad is shown.
- **Lost Search Impression Share (Budget/Rank):** Missed opportunities due to budget/rank limitations.
- **Click-Through Rate (CTR):** Percentage of clicks per impression.
- **Click Share:** The estimated share of all achievable clicks that you have received.
- **Quality Score:** Assessment of ad relevance and quality.







### LinkedIn

- **Spent:** The total amount of money spent on a particular advertising campaign or ad.
- **Impressions:** The number of times an ad is displayed to users, regardless of whether it is clicked.
- **Reach:** The number of unique users who have seen your ad at least once.
- **Clicks:** The number of times users have clicked on your ad.
- **Avg CPC (Average Cost Per Click):** The average amount of money you pay each time someone clicks on your ad.
- **Avg CTR (Average Click-Through Rate):** The percentage of people who clicked on your ad out of the total who saw it, calculated as  $(\text{clicks}/\text{impressions}) * 100$ .
- **Bid:** The maximum amount of money you're willing to pay for a click or a thousand impressions (depending on your bidding strategy).
- **Conversions:** The number of times a user completed a desired action after interacting with your ad, such as making a purchase or signing up for a newsletter.
- **Click-Through Rate (CTR):** The percentage of people who click, with a target of 0.44% or higher.
- **View Rate:** Percentage of video views, with 29.5% as a benchmark.
- **Cost per Click (CPC):** Cost associated with each click.
- **Conversion Rate (CR):** Percentage of clicks leading to desired actions.
- **Frequency:** Average number of times an ad is shown to a user.
- **Reach:** Number of unique users exposed to an ad.
- **Cost per Thousand Impressions (CPM):** Cost for one thousand impressions.

## In-App Metrics



### Lead Generation Metrics

- **Lead Form Opens:** The number of times users opened a lead form to potentially provide their information.
- **Lead Form Completion Rate:** The percentage of users who completed and submitted the lead form after opening it.
- **Cost Per Lead:** The average amount of money spent to acquire each lead, calculated by dividing total spend by the number of leads generated.



### Video Metrics

- **Views:** The total number of times your video was viewed.
- **View Rate:** The percentage of people who watched your video after it was served to them, often calculated as  $(\text{views}/\text{impressions}) * 100$ .
- **CPV (Cost Per View):** The average cost of each video view, calculated by dividing total spend by the number of views.
- **Completions:** The number of times viewers watched your video all the way through.
- **Completion Rate:** The percentage of viewers who watched your video to the end, calculated as  $(\text{completions}/\text{views}) * 100$ .
- **Views X%:** The number of viewers who watched a certain percentage of your video, such as 25%, 50%, or 75%.

# In-App Metrics



## Campaigns

NAME	SPENT	CTR	CPM	CPC	LINK CLICKS
New Year Promo	€5,813	1.95%	€2.77	€0.85	4,941
Everything 30% OFF	€3,478	3.98%	€5.00	€0.98	3,408
Christmas Sale	€9,176	2.87%			
Summer Deal	€2,836	1.85%			



## Cost per Lead

€20.94



## Lead Form Completion Rate

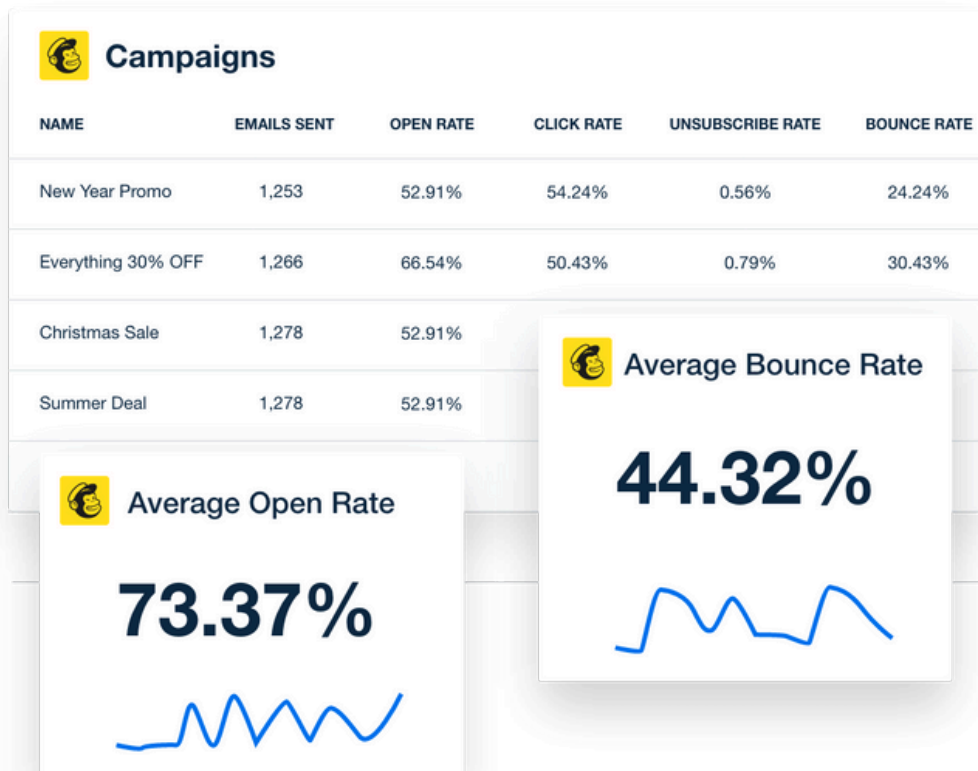
19.48%





## E-mail (Mailchimp)

- **Open Rate:** Percentage of emails opened.
- **Unsubscribe Rate:** Percentage of users unsubscribing from the email list.
- **Click Rate:** Percentage of clicks within an email.
- **Growth Rate of Subscribers:** Speed at which the subscriber list grows.
- **Bounce Rate:** The percentage of emails that fail to deliver, often due to invalid addresses or server issues.



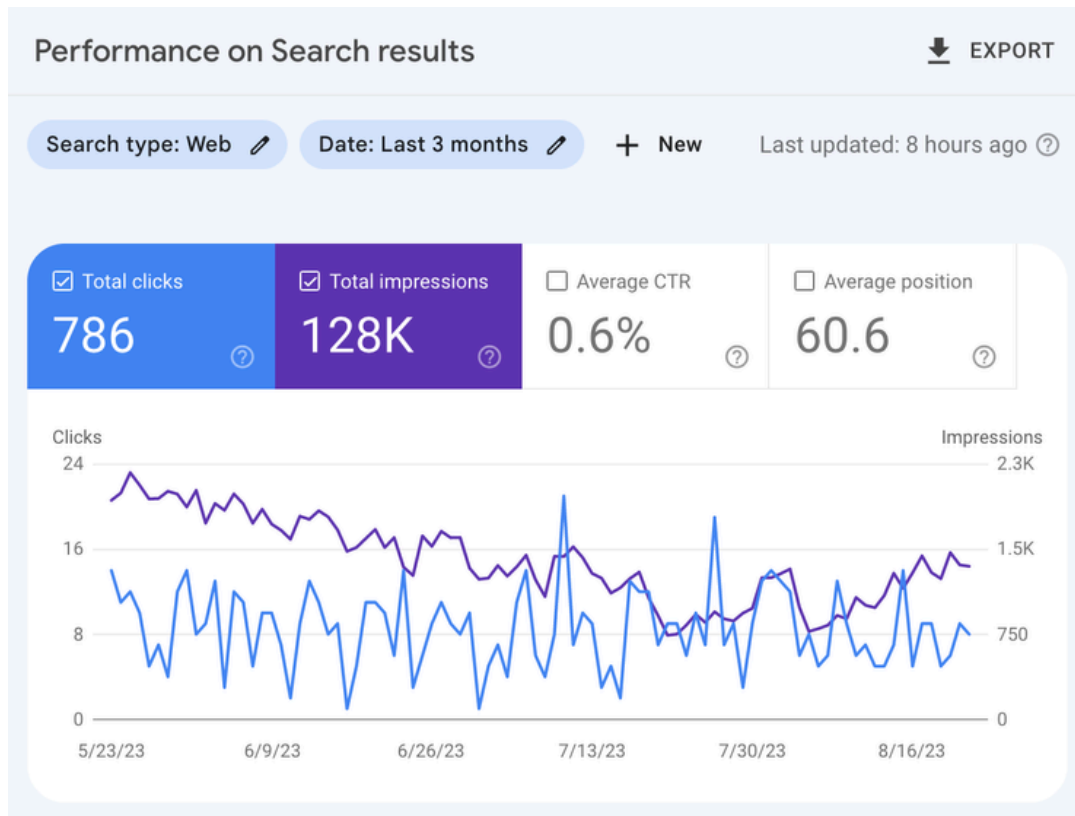
# In-App Metrics



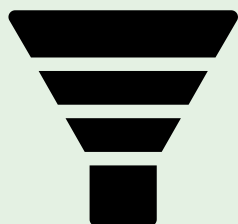
Search Console

## Google Search Console

- **Average Position:** Average ranking position in search results.
- **Impressions:** Number of times a site appears in search results.
- **Clicks:** Number of clicks from search results.
- **Organic Branded Search Lift:** Increase in searches for the branded queries.
- **CTR per Query:** Specific click-through rates for different queries.



# Business Metrics for B2B Companies



## Path to Conversion

Analyzing the complete journey to conversion, including all touchpoints, is critical for understanding the effectiveness of marketing strategies.

This includes tracking:

- **Marketing Efficiency Ratio (MER):** Revenue divided by total marketing spend.
- **New Customer Acquisition Cost (NCAC):** Average cost to acquire a new customer.
- **Lifetime Value (LTV)/Monthly Recurring Revenue (MRR):** Average revenue per customer over their lifetime/recurring revenue per month.

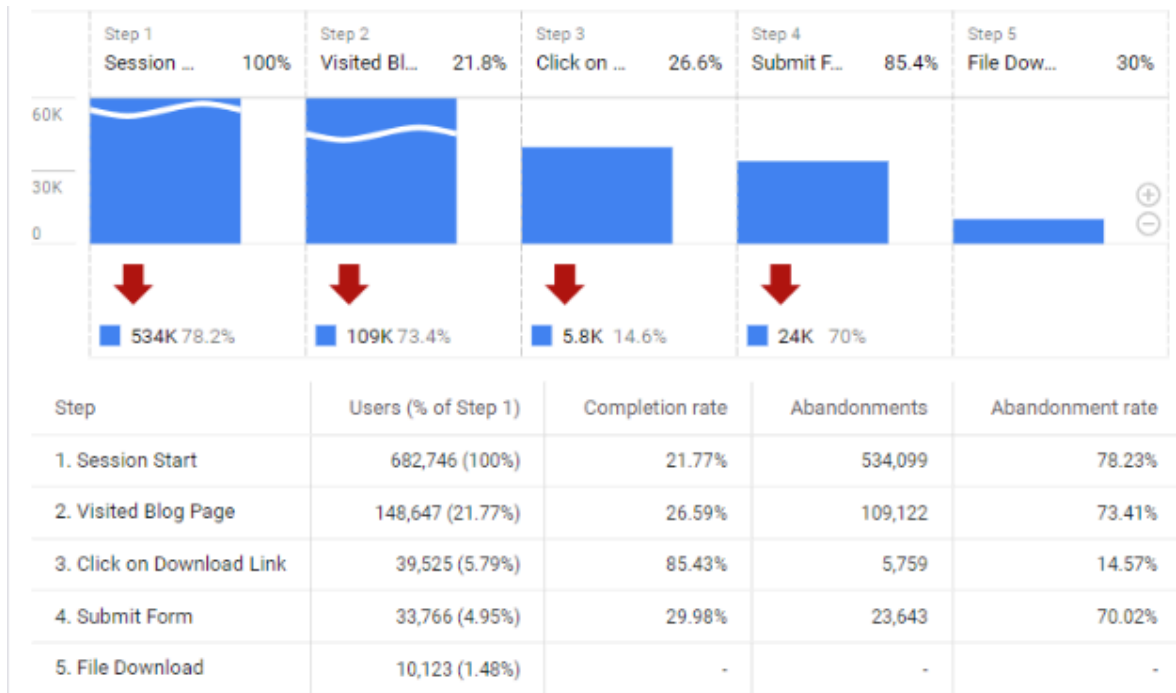
## Leads and Sales Funnel Metrics

- **Marketing Qualified Leads (MQL):** Leads deemed more likely to become customers.
- **Sales Qualified Leads (SQL):** Leads vetted by sales and ready for direct follow-up.
- **Sales Qualified Opportunities (SQO):** SQLs that become opportunities.
- **Deals Closed:** Number of completed sales.
- **MQL to Sale Ratio:** Conversion rate from MQL to final sale.



## Google Analytics for B2B

- **Engagement Rate:** Measures user interaction with the site.
- **Key Events:** Important actions taken by users.
- **Session Source/Medium:** Tracks where traffic originates.
- **Average Time per Engaged Session:** Time spent per active session.
- **Views:** Number of page views.



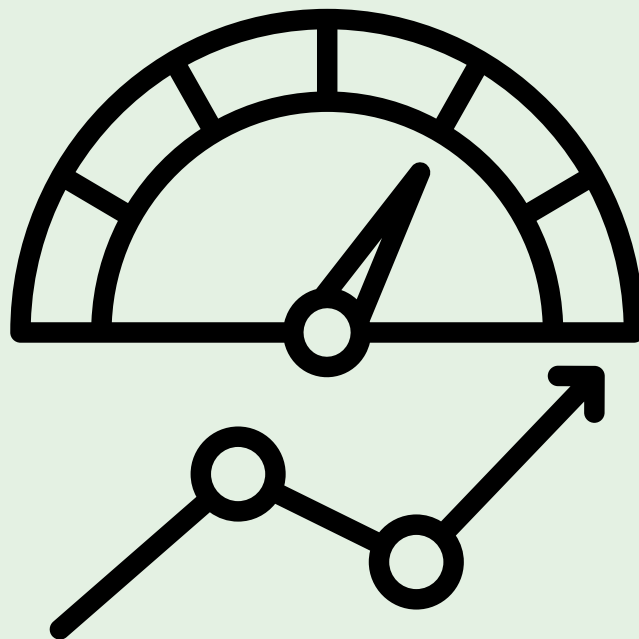
## Customer Satisfaction Metrics

**Net Promoter Score (NPS):** Measures customer loyalty and likelihood to recommend.





# Marketing Performance Metrics



# Marketing Performance Metrics

How marketing is affecting your business?

In-app metrics are super important, but in the end, it's the marketing performance metrics that matter.

The in-app metrics and the marketing metrics, don't necessarily correlate with business growth.

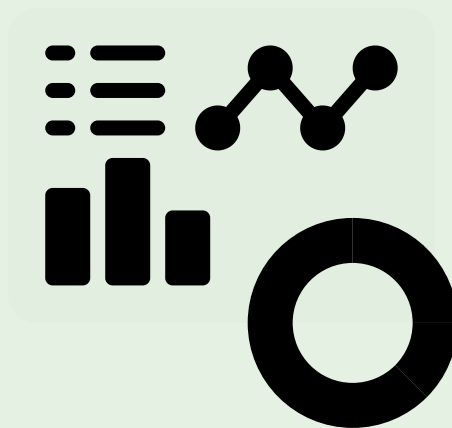
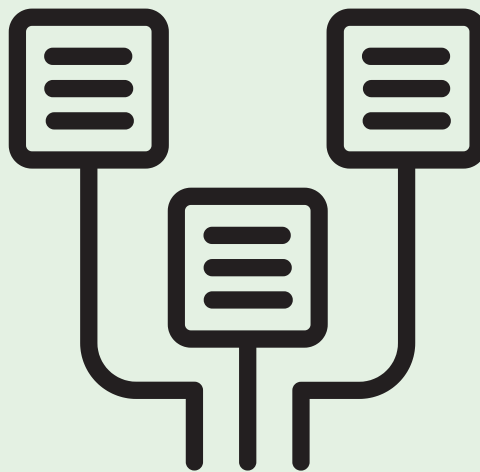
## Marketing Performance Indicators (MPIs)

- **Cost per Acquisition (CPA):** Cost to acquire a customer.
- **Customer Acquisition Cost (CAC):** Total cost of acquiring a customer.
- **New Customer Acquisition Cost (nCAC):** Total cost of acquiring a new customer.
- **Marketing Efficiency Ratio (MER):** Revenue divided by total marketing spend.
- **Lifetime Value (LTV):** Average revenue per customer over their lifetime.
- **Average Order Value (AOV):** Average amount spent per order.
- **Cost per New Visit (CPNV):** Cost to acquire a new site visitor.
- **Product Return Rate:** Percentage of products returned after purchase.
- **Customer Return Rate:** Percentage of customers who return to make another purchase within a specific time period after their initial purchase.

## Finance Metrics

- **Gross Profit:** Revenue minus cost of goods sold.
- **Profit Margin:** Revenue minus all costs

## Real-life examples



## Real-Life Examples

### Scenario 1: In-platform Success, Backend Issues

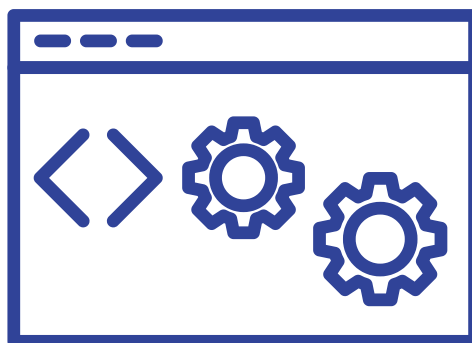
A B2B software company runs an extensive ad campaign on Facebook with the following metrics:

- **Spend:** €50,000
- **Hook Rate:** 60%
- **Hold Rate:** 45%
- **CTR (Link click):** 2%
- **Cost per purchase:** €250
- **Purchases:** 200
- **ROAS:** 1.5

Initial analysis shows high engagement and a good CTR, but the purchase conversion rate is low.

Upon investigation, the company finds that the landing page has a slow load time and a complicated checkout process.

After optimising the landing page and simplifying the checkout process, the purchase conversion rate improves significantly, increasing ROAS to 2.5 and reducing the cost per purchase to €200.



## Real-Life Examples

### Scenario 2: Google Search Campaign Optimization

An e-commerce retailer runs a Google search campaign with the following metrics:

- **Impressions:** 500,000
- **Clicks:** 15,000
- **CTR:** 3%
- **CPC:** €1.50
- **Conversions:** 600
- **Cost per Conversion:** €37.50

Despite a high CTR, the conversion rate is lower than expected.

Further analysis reveals that the ad copy is attracting clicks, but the landing page is not aligned with the ad's promise.

By revising the ad copy to better match the landing page content and improving the landing page design, the conversion rate increases to 5%, and the cost per conversion drops to €25.



## Real-Life Examples

### Scenario 3: E-mail Campaign Improvement

A retail company uses Mailchimp for their e-mail marketing. The initial campaign metrics are:

- **Open Rate:** 20%
- **Click Rate:** 2%
- **Unsubscribe Rate:** 0.5%
- **Revenue per E-mail Sent:** €0.80

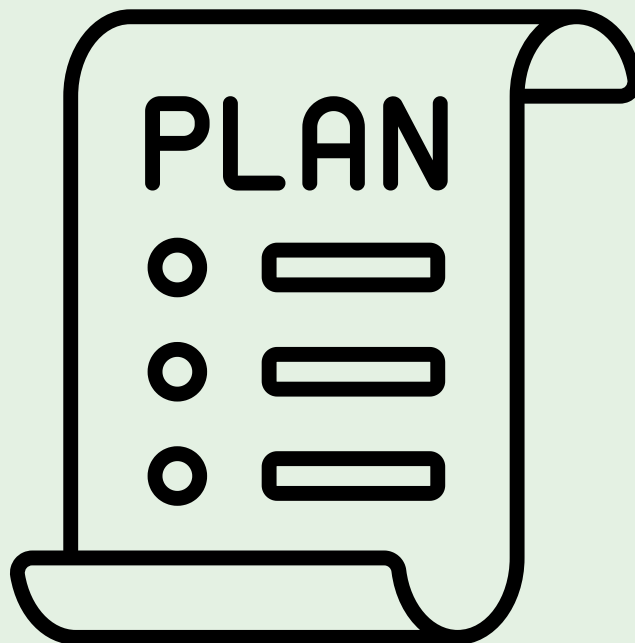
The company notices a high open rate but a low click rate.

After conducting A/B testing on subject lines and email content, they discover that personalized content significantly increases engagement.

By incorporating personalized product recommendations and a clear CTA, the click rate improves to 4%, and revenue per e-mail sent increases to €1.50.



## Key takeaways



## Focus on CAC Payback Period

### Stop Worrying About Your Cost of Getting Customers

Instead, focus on how quickly you can recoup your investment so you can reinvest it to get more customers. That's what the Customer Acquisition Cost (CAC) payback period is all about.

To put it another way, it's a key indicator of:

- **Marketing and Sales Effectiveness**
- **Your Company's Ability to Generate Cash Flow and Maintain Operations**

### What is a Good Payback Period?

It depends as we like to say:

- **For B2B Businesses Selling to SMBs:** Less than 6 months is great, 12 months is good, and 18 months is okay.
- **For B2B Businesses Selling to Enterprises:** Less than 12 months is great, 18 months is good, and 24 months is okay.

### The Bottom Line

Maximize ROI by optimizing the CAC payback period, which means focusing on ROI velocity.





## Evaluating Conversion Rates

Is a Conversion Rate of 3% Good?

No idea 🤔

- For an Order Value of €500? Probably yes
- For a Gross Profit Margin of 10%? Probably not
- If it was 1% Last Week? Probably yes
- If You've Stopped All Your Marketing Spend and are Now Only Attracting Returning/Direct Customers? Probably not

A conversion rate by itself says nothing about how well or poorly your webshop is performing.

There are too many other factors. So don't get fixated on this percentage.

- **Work with Advanced Dashboards**
- **Look at Your Key Business Objectives:** Cost per new customer, average customer value, profit, ...
- **Ask Yourself for Everything You Can Measure:** How does it contribute to my goal?

Only then will you know if your conversion rate is acceptable.



## Additional Valuable Topics

### Customer Lifetime Value (CLV) and Retention

Understanding the long-term value of a customer and focusing on retention strategies is crucial for sustained business growth. CLV helps in predicting future revenue and guides investment in customer retention programs.

### Attribution Modeling

Attribution modeling helps in understanding which marketing channels and touchpoints contribute most to conversions. This knowledge allows for better budget allocation and optimization of the marketing mix.

### Marketing Automation and Personalization

Leveraging marketing automation tools can streamline workflows, enhance lead nurturing, and deliver personalized experiences at scale. Personalization increases engagement and conversion rates, leading to higher customer satisfaction and loyalty.

### Social Media Listening and Sentiment Analysis

Monitoring social media channels for mentions of your brand and analyzing sentiment can provide valuable insights into customer perceptions and emerging trends. This data can inform product development, customer service improvements, and targeted marketing strategies.

### Data Privacy and Compliance

In an era of increasing regulatory scrutiny, ensuring data privacy and compliance is paramount. Implementing robust data protection measures and adhering to regulations like GDPR and CCPA can build trust with customers and avoid legal complications.

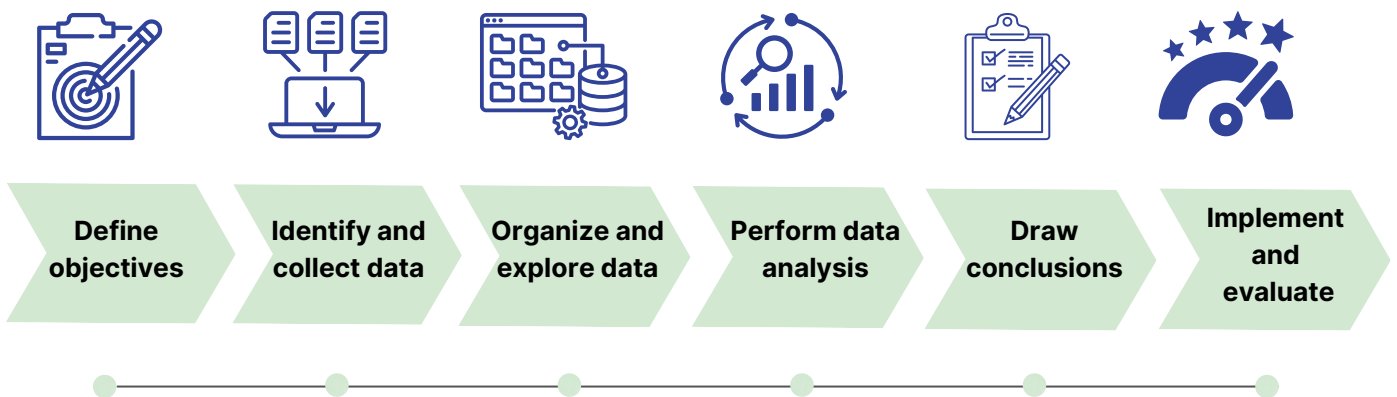
# Key Takeaways

## Summary of Key Takeaways

- **Holistic Approach:** A comprehensive approach to monitoring marketing metrics is crucial for understanding and improving marketing effectiveness.
- **Regular Review and Adjustment:** Continuously review and adjust strategies based on the data to ensure ongoing optimization and improvement.

## Encouragement for Data-Driven Decision Making

- **Focus on Goals:** Always align metrics with overall business objectives to ensure that every effort contributes to the company's success.





**Quinten Hebbelynck**  
Co-Founder & CCO

At Lead On, we understand the complexities and challenges CMOs face in measuring the correct marketing metrics. Our mission is to support your organization through every step of this process. From strategic planning and implementing the latest marketing technologies to providing expert guidance on identifying and analyzing key performance indicators (KPIs), we are ready to be your partner in digital marketing. Let us help you track and measure the metrics that matter most to drive your success.

---

**Bryan Yang**  
Digital Marketing & Sales



At Lead On, we are fully committed to bridging the gap between brand strategy and sales results. Our approach is based on a synergy between innovative marketing techniques and dynamic sales processes. We understand the value of an effective digital presence and how to turn that value into measurable success. Together, we develop strategies that not only align with current trends, but also drive and optimize sales. Our goal is a partnership where together we strive for marketing excellence and business success.

# Questions?

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