MEASURING THE SUCCESS OF YOUR MARKETING CAMPAIGN:

Key Metrics to Track

er|marketing™

“KEEP IN MIND, MEASUREMENT IS NOT JUST NUMBERS, BUT STORIES.”

Scottish mathematician and physicist Lord Kelvin, who developed the thermodynamic temperature scale, often said, “When we cannot measure a thing in numbers, our knowledge is of a meagre and unsatisfactory kind.” He’s probably not the guy to have asked about measuring the progress of society by the quality of our lives, measuring the enthusiasm of voters, or using the song “Cherry Pie” as a measurement stick for a genre of music.

But Kelvin did—along with many others—help to reinforce the idea that measurement, whether qualitative or quantitative, underpins all aspects of human activity, including business and marketing.

“When it comes to business, you can’t improve what you don’t measure,” leadership consultant Michael Hyatt said.

Marketing master Ian Brodie said, “Without the right marketing metrics, you’re shooting in the dark. The only way to know if things are working for you or not, are those metrics.”

Management mogul Peter Drucker’s saying, “What’s measured, improves…” is displayed for inspiration in boardrooms and marketing offices across the country.

You get the idea and you may agree. It’s the data. It’s what can be measured that matters.

But one of our favorite measurement quotes says something larger in marketing and can help you better understand the role of metrics when you’re measuring the success of a marketing campaign. It comes from digital master Pearl Zhu.

“Keep in mind, measurement is not just numbers, but stories.”

This whitepaper will outline key metrics to track when measuring the success of a marketing campaign, why they matter and how to improve them. We’ve grouped the five most-relevant metrics for web, search engine optimization, social media, pay-per-click, email and brand (which we decided only has four) to make them easy to use, access and appreciate—like a good story.

Part of the reason we’ve chunked the metrics into categories where they’re most meaningful is the sheer number of metrics marketing managers can evaluate. Headlines that tout the “75 top metrics” to measure, or the articles that don’t distinguish between social media metrics and pay-per-click (PPC) metrics, can be overwhelming and confusing. Or, the writer throws together key performance indicators (KPIs) and metrics in the same bowl and stirs, which can create a goopy mess and no clarity.

When it comes to evaluating marketing performance, the terms key performance indicators (KPIs) and metrics are often used as synonyms, but they differ.

A key performance indicator is a quantifiable value used to track progress against a set goal, be that a business or marketing goal. KPIs provide direction toward getting a desired result and can help businesses and marketers make informed decisions. Think of KPIs as strategic and big picture, as they help achieve strategic goals, such as profit, growth, sales and performance levels. They vary by industry and business, but they should always be well-defined and able to show performance toward achieving an identified goal. Well-chosen KPIs should communicate results concisely to allow management to make better-informed strategic decisions.

KPIs can be financial, including net profit, total revenue per employee, gross profit margin and operating cash flow. KPIs can be customer-focused, such as those around customer retention, or process and project-focused, such as turn-around time, resource efficiency or cost variance. KPIs can be sales-focused, including the average number of leads generated per quarter and deal conversion rates. And, of course, KPIs can be marketing based, such as conversion rate and cost per lead.

An eCommerce security hardware company working toward the fastest growth in its sector may identify year-over-year revenue growth as its chief KPI. A brick-and-mortar locksmith business might place more value on same-store sales as the most relevant KPI for assessing growth.

But here’s the kicker that smart marketers remember: All KPIs are metrics, but not all metrics are KPIs.

“Although they are both designed to measure performance, KPIs and metrics have different characteristics and are used by businesses in different ways. Metrics are measures used to track progress and evaluate success, while KPIs are metrics tied to specific goals during a certain period of time,” according to Forbes Advisor. “KPIs are designed to align with business goals and targets, while metrics evaluate the performance of particular processes.”

If KPIs tend to be strategic, metrics tend to be tactical. They are relevant to specific departments, functions or business areas and they measure performance of specific activities or processes. A KPI will need metrics to monitor its progress and success, but they need to be the right metrics.

If a company’s business goal (and KPIs tied to it) is to increase sales by 30%, each department will perform its specific magic to help achieve that goal. (No one department or business segment can reach that goal independently.) The marketing department creates promotional campaigns to boost online sales, the sales team centers its efforts on developing tactics to seamlessly turn qualified leads into committed customers, the logistics team keeps the shipping experience streamlined, and the product team focuses on identifying strengths and weaknesses in production. Each unit will monitor different metrics that work toward that general business goal.

With that preface out of the way, let’s talk about the numbers that comprise the metrics that tell the story of your marketing campaign’s success.

METRICS TO MONITOR

Web

We won't plagiarize Snoopy by starting with "It was a dark and stormy night," but we believe every marketing campaign is a story. It's a narrative of inviting interaction, purposeful action and long-term loyalty and it often begins with a search online. If the purpose of traditional or digital marketing efforts is to drive traffic to a website, landing pages and their metrics are the first story tellers. Because website traffic can say more about a promotion's effectiveness than it does about the website, we will start there.

1. Unique Visitors, or New Users and Return Visitors

We could just lump this into a category of website traffic, but we think each type of visitor should be acknowledged. The number of unique visitors is a metric that can help monitor a webpage's readability and ability to engage.

Marketers often use unique visitors, who are unduplicated individuals visiting a page (or a bunch of pages) on a website during a given time frame. (Google introduced the term new users in its analytics a few years ago and uses a unique identifier—usually based on a first-party cookie) to keep track of users and identify returning visitors vs unique visitors during a set time. A user, or visitor, is a person or, more accurately, a browser.

Unique visits is a key metric because it shows how many people are coming to the website and can show brand growth or product/service demand. If the number of unique visitors goes up after a new marketing effort is launched, it can indicate people are reacting to the campaign. If a limited pool of repeat visitors dominate website traffic after the campaign begins, it's time to evaluate the site and the promotional effort.

Check first for technical issues, such as broken or inactive links. Compare traffic numbers to time frames outside the marketing campaign to provide scope and context, also. If the website is healthy, it's time to re-evaluate marketing messages and channels.

Some businesses downplay unique users because the numbers can be fuzzy when users clear or block cookies and use different browsers—creating a fun-house reflection where it can seem as if the same unique visitor is many unique visitors.

Returning (or repeat) visitors are users who visit a website more than once during a specific time frame.

By comparing new versus returning visitors, it becomes clear how valuable a web (or pages) are over time. It shows that customers or prospects think what a site or page offers is beneficial enough to come back for.

To create the fullest web performance story possible, we suggest tracking new users and repeat users in conjunction with other key metrics, including:

RETURNING (OR REPEAT) VISITORS ARE USERS WHO VISIT A WEBSITE MORE THAN ONCE DURING A SPECIFIC TIME FRAME.

WE WON'T PLAGIARIZE SNOOPY BY STARTING WITH "IT WAS A DARK AND STORMY NIGHT," BUT WE BELIEVE EVERY MARKETING CAMPAIGN IS A STORY.

2. Page Sessions

"A session is a measurement of visitor engagement that groups together analytics activities taken by a single visitor on [a] website. It expires after 30 minutes of inactivity," according to HubSpot. "It works by grouping together the actions taken by visitors as they navigate through [the] site. This includes the pages they are viewing and the elements they engage with, such as CTAs, forms, or events."

A session's time-sensitivity allows for marketers to assess engagement and traffic on a site, or page. It goes hand in hand with monitoring the time spent on a site—or page.

3. Session Duration (aka time on site)

If visitors spend time on a site, it usually indicates they are finding what they need on it. Session duration metrics are more relevant for some business than others. Often B2B sites, with rich resources for customers, see high session duration times as users seek information and expertise.

For sites with eCommerce offerings, longer times on the site may mean more browsing or buying. If users go beyond the landing page and visit other pages within the site, it probably means what's offered is a story well-told to that targeted audience. Session duration can also tell the story of site navigation ease, friendliness for users and value of the content users spend time consuming.

If metrics identify low-performing pages and visitors spend little time on them, it's worth investigating why those pages struggle.

IF METRICS IDENTIFY LOW-PERFORMING PAGES AND VISITORS SPEND LITTLE TIME ON THEM, IT'S WORTH INVESTIGATING WHY THOSE PAGES STRUGGLE.

We think of our own time on web pages, where and when we end up on a page that wasn't where we meant to go and we're off in a flash. A short time on a page can indicate that the page is irrelevant to the search query it ranks for, or something else. If a page has a quick-click infographic or is heavy on visuals, it may not take users long to digest the contents. Same for a well-curated resource page. If it's a long blog post or expansive article and users are devouring the entire contents, that makes sense for a session duration—and congratulations. Be sure to consider if the page converts well or leads to engagement on the site.

We're connecting bounce rate to time on site because these metrics are similar.

The bounce rate is a more specific cousin of the time spent on site metric. The bounce rate measures how quickly users visit your home page and then... bounce. No deep dive. No second page. No clicks and no action, other than leaving the site. Except for the exception. Google Analytics 4 is specific about the time before a user leaves the page that determines if it's a bounce.

GA4 describes bounce rate as "the percentage of sessions that were not engaged sessions," but here's the rub: An engaged session is a visit that lasts 10 seconds or longer, has one or more conversion events or has two or more page views. If we land on a page, check our phone screen for more than 10 seconds, and then leave the page, we haven't technically bounced, according to Google. Hum... Good to know, but we're not in love with the idea.

More likely, a bounce reflects that the landing page is irrelevant (a poor content match), doesn't immediately catch the user's interest or that the loading time was excruciatingly long or there were loading errors.

High bounce rates can be an indication that the home page is poorly designed or optimized, or the digital marketing efforts that drive users to the site are poorly targeted and need a strategy adjustment.

The connection between bounce rate and the last two metrics we believe are worthy of tracking, traffic sources and device source, is worth mentioning.

IF VISITORS SPEND TIME ON A SITE, IT USUALLY INDICATES THEY ARE FINDING WHAT THEY NEED ON IT.

4. Traffic Sources

Traffic source metrics measure which traffic sources drive visitors to a website and provide a comparison of each of those sources.

The main traffic sources are direct (visitors navigate directly to URL of page), referral (visitors get to a page by clicking on links from another site), and organic search (just guessing in the search bar). Social sources are visitors who arrive at a landing page from inside social media apps and email sources are users who click on links in emails. Traffic sources also include display, which is traffic from banner ads and paid search, which include visitors who arrive from PPC campaigns in search results.

It's not surprising that display has the highest bounce rates at nearly 60%, followed closely by social at 54%. And it's not difficult to figure out why.

"Banner ads and other third-party advertisements are viewed as clutter and intrusive over internal promotion and banner ads are the least-trusted form of advertising, so the placement of your ads may introduce your page to a group of uninterested users," according to conversion specialist agency CXL. "Social has the second highest bounce rate at 54%. Social induces high bounce rates because people want to see your content and then return to their browsing. Since most people access social media on their phone this problem becomes even more apparent. Mobile phone users experience your page while still in the social media app of their choice and have only one end goal in mind: read content, return to main app page. Their focus is only temporarily held by your page and they are less likely to click on other parts of your site."

It makes sense, but understanding the traffic sources and bounce rates connection doesn't mean social and display are never used in a marketing campaign, but it does help put bounce in perspective. And monitoring this metric can help you determine where to spend more effort, time or money to attract more visitors from that source, or not.

5. Visitor Device (TL;DR)

Tracking visitor device metrics tell you if users are primarily on their mobile devices, or at their desks using laptops or desktop computers. Knowing the device users access a website from helps a company optimize its web design and content for the devices its customers use, which can mean a higher chance to convert visitors to customers.

Mobile vs desktop matters because, according to Statista, the global number of smartphone users is forecast to continuously increase between 2024 and 2028, reaching a new peak of 5.1 billion users by 2028. Also, bounce rates vary by device, with mobile having an average bounce rate of 51 percent.

Ask yourself: What is the story web metrics tell?

SEO

Search Engine Optimization (SEO) is a pivotal component of digital marketing, designed to improve a website's visibility in search engine results. In our whitepaper on SEO, we compared it to the search for black holes in space and broke it down to, "If you aren't using SEO, your website doesn't exist." Just so you know, we're serious about our SEO.

To gauge the effectiveness of an SEO campaign and make data-informed decisions, marketers should closely monitor these five essential metrics:

> **"ASK YOURSELF: WHAT IS THE STORY WEB METRICS TELL?**

1. Organic Traffic

This is the foundation of SEO success. Organic traffic measures the number of visitors who reach a website through non-paid (organic) search engine results. (Essentially typing in the search bar whatever makes sense to them, which can be a fun guessing game.) A steady increase in organic traffic indicates improved visibility and relevance.

2. Keyword Rankings

Tracking a website's rankings for target keywords is crucial. Higher rankings for relevant keywords can lead to increased organic traffic. Tools such as Google Search Console and third-party SEO software can help monitor these rankings.

3. Click-Through Rate (CTR)

CTR measures the percentage of users who click on a website's link in search results. Improving CTR often involves optimizing meta titles and descriptions to make listings more appealing and relevant to a search.

4. Exit Page & Rate

We've already touched on bounce rate, which represents the percentage of visitors who navigate away from a site after viewing only one page. A high bounce rate can indicate poor user experience or irrelevant content, but exit rate and exit page dovetail with bounce rate to take marketers to a more granular view.

The exit rate varies from the bounce rate because it measures exactly where a consumer left the website, even if they click on more than one page. This helps indicate where a reader lost interest and can help marketers strengthen overall content, including text, images and design.

"TRACKING A WEBSITE'S RANKINGS FOR TARGET KEYWORDS IS CRUCIAL."

5. Content Performance

Analyzing the performance of individual pieces of content can help businesses understand what resonates with an audience. Metrics such as time on page, pages per session and social shares are usually indicators of content quality and credibility.

These five key SEO metrics provide marketers with valuable insights into the performance of their website and SEO efforts, but remember also to consider additional metrics, such as page load speed, mobile friendliness and backlink quantity and quality, that help provide a more-complex story of SEO efforts.

Slow-loading pages can lead to higher bounce rates and decreased user satisfaction. Tools, including Google's PageSpeed Insights can help marketers assess and improve a site's loading times. With the increasing use of mobile devices (flashback to Statista's number of 5.1 billion smartphone users by 2028), Google can (of course) step in with its Mobile-Friendly Test to help marketers determine if their site meets mobile usability standards. The quality and quantity of backlinks (links from other websites to and from a company's) can significantly impact SEO. Tracking backlinks and their expertise is vital for understanding a site's authority and relevance.

METRICS SUCH AS TIME ON PAGE, PAGES PER SESSION AND SOCIAL SHARES ARE USUALLY INDICATORS OF CONTENT QUALITY AND CREDIBILITY.

SEO is inherently a story well-told. Engaging an audience and building trust is more effective when writers use emotive language and stories to evoke emotions.

"Storytelling has been a key component of our communication since the caveman era, no matter our region, language and culture," according to Writer Zen. "A study by Harvard Business Review reveals emotional connection is a significant driver of brand loyalty and is one of the best indicators of future customer value."

Marketers can't say the same things their top competitors say and think they'll stand out. Storytelling through the lens of SEO is the way to thrive in a saturated market.

Social Media

For businesses, social media offers a powerful connection with an audience that can build brand awareness and drive engagement. To gauge the effectiveness of the social media aspect of a marketing campaign, these key social media metrics should be measured to assess performance:

1. Engagement Metrics

Likes/Reactions/Comments/Shares: This metric reflects the immediate response to your content. A higher number of likes indicates that the content resonates with the (targeted) audience, comments indicate active engagement and can help monitor audience sentiment. Shares usually means the content is compelling enough for users to demonstrate their connection to you with their network.

Click-Through Rate (CTR): CTR measures the effectiveness of a call-to-action. It shows how many users clicked on a link or CTA in a post, indicating their interest in the content or offer.

2. Follower Growth

Audience Growth Rate: Tracking the audience growth rate over time helps marketers assess the growth of their audience. Consistent growth is a positive sign of the content's appeal. If the follower rate is falling, that can tell marketers something, too. It's one of those metrics that we consider a side-eye metric. Keep an eye on it, but it probably doesn't need full, 24/7 focus.

3. Reach and Impressions

Reach: It measures the number of unique users who see the content. A high reach indicates effective content distribution.

Impressions: This metric reflects the total number of times the content is displayed, including multiple views by the same user. It shows how often the content is seen.

> "
> **SOCIAL MEDIA**
> **is the epitome of storytelling. Enough said.**

4. Conversion Metrics

Conversion rate calculates the percentage of users who complete a desired action, such as completing a purchase, signing up for a newsletter or downloading an eBook or whitepaper. It helps evaluate the effectiveness of a social media marketing funnel.

5. Net Promoter Score (NPS)

Marketers may disagree about the value of NPS, but we see its value as a metric about customer loyalty and gives you (albeit) limited insight into tells who is likely to promote your content. We do consider it key, but another side-eye metric, much like audience growth rate.

"To get an NPS score, send out a specific post with one question or query: 'How likely would you recommend us to a friend?' Ask customers to rate this on a scale of one to 10. Those who score a nine to 10 are promoters. Those who score a seven to eight are passive viewers, with those below this score being what are called detractors—they aren't really helping you grow, according to Forbes. "To calculate the NPS score, subtract the number of promoters from detractors and divide the results by the total number of respondents to the survey. Multiply that by 100 to get the percentage."

PPC

Some businesses are reluctant to use pay-per-click tactics in a marketing campaign, as it can seem counterintuitive to pay money to make money. (A bromide used in various forms since Roman playwright Titus Maccius Plautus first coined it. Get it? Coined it?) But businesses can use PPC to gain quick entry into a marketing conversation.

Businesses can get marketing campaigns "up and running quickly with a little bit of optimization," according to Search Engine Journal. PPC contrasts SEO efforts that take time and attention to position and traffic that "Google Ads offers within minutes of launch." PPC can also target those who lack awareness of a brand or product.

"While there's a lot of data and performance information directly available in Google Ads, the value of information gained goes beyond just PPC performance," according to Search Engine Journal. "Impression, click, and conversion data for each keyword can be used to advise SEO strategy and content marketing efforts."

Here are five elemental PPC metrics to measure in a marketing campaign:

> **PPC CAN ALSO TARGET THOSE WHO LACK AWARENESS OF A BRAND OR PRODUCT.**

1. Click-Through Rate (CTR)

CTR is a fundamental metric that indicates how many users click on an ad after viewing it. It's calculated by dividing the number of clicks by the number of impressions (views). Impressions or views are the number of times an ad is displayed to users. Monitoring impressions can help assess the reach and exposure of a campaign.

A high CTR suggests that the messaging and targeting resonates with the chosen audience. As a result, advertisers may want to be harder hitting with their keyword bids. A low CTR, or one that starts high and drops, may mean the message, including the chosen keyword, needs to be adjusted.

2. Conversion Rate

Conversion rate measures the percentage of users who take a desired action they click an ad, such as making a purchase, signing up for an event or completing a form. A high conversion rate indicates that a landing page and ad are effectively persuading users to act.

It's fair to mention here that, according to business analytics platform Databox, nearly 90% of businesses face the conundrum of high click-through rates coupled with low conversion rates. The ads are engaging, but it seems they're not doing what's needed to close the deal. Don't be quick to blame the ads, as the landing page is the top reason an ad doesn't convert.

According to Databox, a high CTR combined with low conversions on any campaign distills down to the UX of the landing page or website. Website speed is crucial—both for desktop and mobile. If users must wait for pages to load, they rarely convert. They bounce. And high bounce rates will back that up.

Mixed messages is another common reason for this dead-end combo of high CTR and low conversion rates. The copy on the landing page doesn't match the message in the ad copy. To visitors, it can feel like a bait-and-switch at worst, or an irritating disappointment at best. Users should get what they're expecting. Customers should be directed to precisely what they're looking for when they click.

3. Cost Per Click (CPC)

CPC is the amount the marketer or advertiser pays each time a user clicks an ad. It's a crucial metric to monitor to ensure advertisers get value for their advertising budget. Lower CPCs mean more efficient spending.

One of PPC's biggest benefits is advertisers don't have to pay unless someone clicks on their ads. With its bidding model and the targeting options of PPC, businesses can focus on the qualified leads who were interested enough in their ads to click on them.

"It's essential to monitor this metric because you want to ensure you're getting the most out of your budget. You want your CPC to remain low so that you can get more ad clicks for your budget, according to digital marketing agency Web FX. "Adjusting and optimizing CPC will help you choose a reasonable bid that also allows you to maximize your budget."

CPC is calculated using maximum bid, ad rank and quality score. The recipe calls for the following:

Maximum bid: The max bid is the most advertisers are willing to spend when someone clicks their ads.

Ad Rank: A value, composed of multiple factors like bid amount and auction-time ad quality, that determines an ad's ranking compared to other ads.

Quality Score: Quality Score is a Google Ads metric that assesses the relevance and quality of ads, keywords and landing pages. A higher Quality Score can lead to lower CPCs and better ad positions.

4. Cost Per Conversion

This metric focuses on how much it costs a business each time it gets a conversion. This metric is one of the most valuable paid search metrics because it shows whether a business or advertiser pays too much to get prospects to convert.

5. Return or Revenue on Ad Spend (ROAS)

ROAS measures the revenue generated for every dollar spent on advertising. It's calculated by dividing the revenue generated by an ad campaign by the total ad spend. A ROAS above 1 indicates a profitable campaign.

PPC is tiny stories told well in tiny spaces.

> "PPC IS TINY STORIES TOLD WELL IN TINY SPACES."

Email

We probably don't need to convince you that email marketing is a powerful tool for businesses to engage with their audiences, nurture leads and drive conversions. The data(!) demonstrates its power with the $37-$42 that email generates for every $1 spent. Statista predicts that email marketing revenue will reach nearly $11 Billion going into 2024 and, according to research by CRM platform HubSpot, the hottest, most-effective approaches for email marketing campaigns right now are subscriber segmentation, message personalization and email automation.

But to know all this, businesses must evaluate the effectiveness of their email campaigns by tracking and analyzing key metrics. Here are the top five metrics to measure for email marketing:

1. Open Rate

The open rate is a crucial metric that measures the percentage of recipients who open an email. A high open rate suggests that subject lines and sender names are compelling, enticing subscribers to view the content. To improve open rates, consider personalized subject lines, segment email lists, and optimize send times.

2. Click-Through Rate (CTR)

CTR indicates the percentage of recipients who clicked on a link within an email. It measures the effectiveness of the email content and calls-to-action. A higher CTR typically signifies that the email content is engaging and relevant to its audience. To boost CTR, craft compelling email copy, include clear and enticing CTAs and work hard to ensure mobile responsiveness.

BUT TO KNOW ALL THIS, BUSINESSES MUST EVALUATE THE EFFECTIVENESS OF THEIR EMAIL CAMPAIGNS BY TRACKING AND ANALYZING KEY METRICS.

3. Conversion Rate

Conversion rate measures the percentage of email recipients who complete a desired action, such as making a purchase, signing up for a webinar or filling out a form. It's a critical metric for assessing the ultimate success of an email campaigns. To improve conversion rates, ensure the email content aligns with the campaign goals and provides a clear path to conversion.

4. Unsubscribe Rate

The unsubscribe rate indicates the percentage of subscribers who opt out of an email list after receiving a campaign. While it's natural to lose subscribers over time, a high unsubscribe rate may signal issues with content relevance or email frequency. To mitigate unsubscribes, regularly review the email content and frequency, and offer subscribers options to customize their email preferences.

"Having an 'unsubscribe' option at the end of each message is a legal requirement for all marketing companies, but how do you know when someone clicks it? Using your email service provider (ESP) insights dashboard, you can see various statistics for a specified period of time, like the past 30 days, or for an individual campaign," according to email platform Campaign Monitor. "When you look at this reported percentage for a campaign, you can then compare it to others to find out more about the content your subscribers like. Did your unsubscribe rate increase with a particular subject line, content format, number of images, or did you send too many emails at the same time?"

When marketers monitor their unsubscribe rates, they can reveal specifics that help to fine-tune an email marketing strategy.

"When we're talking about sending strong email marketing campaigns, paying attention to your unsubscribe rate definitely matters. It's the statistic that can tell you most directly that something in your strategy isn't working and needs to change," according to Campaign Monitor. "Used in conjunction with other measurements, like email open rate, click rate, spam rate and bounce rate, you can not only see how many of your subscribers are engaging or opting out, but also get a few clues as to why."

> **"WHEN MARKETERS MONITOR THEIR UNSUBSCRIBE RATES, THEY CAN REVEAL SPECIFICS THAT HELP TO FINE-TUNE AN EMAIL MARKETING STRATEGY.**

5. Bounce Rate

Bounce rate measures the percentage of sent emails that couldn't be delivered to recipients' inboxes. There are two types of bounces: soft bounces (temporary issues like a full inbox) and hard bounces (permanent issues like an invalid email address). A high bounce rate can harm a sender's reputation and deliverability. Regularly cleaning email lists to remove invalid addresses and addressing technical issues that cause bounces is just smart business.

While we believe these are the top five metrics for email marketing, it's important to consider other relevant metrics depending on your campaign goals and strategy, including email forwarding rates, email sharing rates and revenue-per-email sent.

What's the story angle here? With email personalization, marketers can tell personal stories, which capture and intrigue customers and prospects like few other tactics. There's a reason writing our names is the most-common and most-frequently doodled doodle.

Brand

Brand metrics can raise a red flag for some marketers, as it can be tough to quantitatively measure brand awareness and loyalty, but brand metrics are crucial for assessing the effectiveness of a company's marketing efforts and its overall brand health. Four essential brand metrics we believe help to tell a data-first story about a brand include share of voice (SOV), repurchase ratio, brand lift and branded keywords.

Each measurement provides distinct insights into a brand's performance and each of these reinforces that humans—customers and prospects—don't always do what they say, but always do what they do.

1. Share of Voice (SOV)

SOV measures quantitatively a brand's presence in the market relative to its competitors. It is typically expressed as a percentage and indicates how much a brand's advertising or content occupies within its industry. It used to be a way to measure success in paid advertising, but SOV for organic and social media exists now. A high SOV often correlates with increased brand visibility, which can lead to greater brand recognition and customer acquisition.

"By calculating your share of voice, you'll have a better understanding of many people know about your brand, and you can identify areas to work on. For example, if you have a high share of voice in social media, but not as much in organic traffic, then you know you need to improve your organic traffic strategies," according to HubSpot. "While share of voice isn't the same thing as market share, share of voice tends to correlate with market share and revenue. For instance, the more you're dominating in the conversation online, the more market share you'll have and the more authority you'll have among users."

A SUCCESSFUL CAMPAIGN WILL DEMONSTRATE A POSITIVE BRAND LIFT, INDICATING THE THE MARKETING EFFORTS HAVE INFLUENCED CONSUMER BEHAVIOR AND BRAND PERCEPTION POSITIVELY.

"...THE MORE YOU'RE DOMINATING IN THE CONVERSATION ONLINE, THE MORE MARKET SHARE YOU'LL HAVE AND THE MORE AUTHORITY YOU'LL HAVE AMONG USERS."

2. Repeat Purchase Rate

The repurchase ratio (or repeat purchase rate) is a vital metric that gauges customer loyalty and satisfaction. It quantifies the percentage of customers who make repeat purchases, reflecting the brand's ability to retain its customer base. A high repurchase ratio indicates that customers have trust and affinity for the brand, resulting in increased customer lifetime value.

3. Brand Lift

Brand lift assesses the impact of marketing campaigns on consumer behavior and brand perception. It measures changes in metrics before and after a campaign, such as website visits, sales or social media engagement.

"Brand lift measurements allow you to capture wider data points beyond the core metrics such as frequency, response rates, device usage and region. While these data points may be too small-scale to provide meaningful insight from an individual campaign, collected consistently over time, you'll amass a broad dataset that offers a holistic view of how your campaigns are helping to build your brand," according to Marketing Week.

A successful campaign will demonstrate a positive brand lift, indicating that the marketing efforts have influenced consumer behavior and brand perception positively.

4. Branded Keywords

Branded keywords are a vital brand metric in digital marketing. They encompass the search terms that include a brand's name or products, such as "Nike" or "Ford F-150." Monitoring branded keyword performance is crucial as it indicates a brand's online visibility and customer recognition.

High search volume and click-through rates (measurable, measurable, measurable) for branded keywords signify brand strength and customer loyalty. These keywords also help to protect a brand's online presence from competitors and counterfeiters. Analyzing the performance of branded keywords provides valuable insights into a brand's market share, customer engagement and the effectiveness of branding efforts, ultimately contributing to strategic decision-making in the digital landscape.

These four hard-number brand metrics provide essential insights into different aspects of a brand's performance—based on numbers that don't result from a survey or focus group. Share of voice reveals market presence, repurchase ratio yardsticks customer loyalty and brand lift measures the aggregate effectiveness of a marketing campaign.

These metrics tell a story, absolutely. According to Harvard Business Review, brand stories must embody purpose and relevance, they must empower and motivate, and they must get the targeted audience to care. These brand metrics tell a story with numbers created by actions that reflect feelings.

Conclusion

By choosing key metrics to measure in every aspect of a marketing campaign, marketers can craft meaningful stories for their teams, customers and prospects, but also see relevant stories within those metrics. In this whitepaper, we outlined key metrics to monitor in the assessment of a marketing campaign, so it's clear what has value as measurement. As crafter of stories Henry David Thoreau said, "It's not what you look at that matters, it's what you see."

> **It's not what you look at that matters, it's what you see.**

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