

KPI ASSESSMENT TOOL

Fill in your current or proposed marketing objective at the top. Then list any current KPIs that you use, for either traditional or digital marketing, in the left column. In the right column, list some metrics or performance indicators you think may be useful in the future, particularly in digital marketing.

On Page 3 and 4, you will find a list of digital marketing platforms and examples of some KPIs commonly used on these platforms.

Key Marketing Objective:

Current KPIs	Proposed KPIs
How do you currently evaluate success?	
Are you currently using any vanity metrics? If so, why?	

Commonly Used KPIs for Specific Platforms:

PAID MEDIA	
Search Engine Marketing	Clickthrough Rate (CTR), Cost Per Conversion/Cost per Click (CPC).
Email Marketing	Open Rate, Clickthrough Rate, Conversion Rate, Unsubscribe Rate, Cost Per Conversion, Number of Forwards/Shares
Display Ads	Number of Views/Impressions, Clickthrough Rate, Conversion Rate, Cost Per Conversion, Cost Per Impression or Cost Per Mille (CPM)
Retargeting	Number of Views/Impressions, Clickthrough Rate, Conversion Rate, Cost Per Conversion, Cost Per Mille
Video Ads	Minutes Watched, Skip Rate, Number of Views/Impressions, Clickthrough Rate, Conversion Rate, Cost Per Conversion, Cost Per Mille
Social Media Ads	Number of Views/Impressions, Clickthrough Rate, Conversion Rate, Cost Per Conversion, Forwards/Shares, Likes, Number of Comments
Mobile Ads	Number of Views/Impressions, Clickthrough Rate, Conversion Rate, Cost Per Conversion
VR/AR/Internet of Things	Number of Views/Impressions, Clickthrough Rate, Conversion Rate, Cost Per Conversion

OWNED MEDIA	
Search Engine Optimization	Number of Unique Site Visits, Monthly Active Users (MAU) and Daily Active Users (DAU), Number of Opt-in Registrations or Leads, Time Spent on Site, Average Keyword Ranking, Page Views, Conversion Rate, Conversion Rate Per Keyword, Bounce Rate, Number of Inbound Links, Page Rank, Percentage of Site Visitors from (Unpaid) Search Engine Queries
Content Marketing on Websites	Number of Unique Site Visitors, Return Visits to Website, Monthly and Daily Active Users, Time Spent on Website, Pages Per Visit, Popular Pages, Navigation Paths, Opt-In Registrations, Conversion Rate, Bounce Rate, Number of Inbound Links
Social Media Content and Interaction	Number of Shares, Number of Likes and Comments, Time Spent on Social Media Site, Conversion Rate, Bounce Rate, Growth in Number of Followers, Website Traffic from Social Media, Number of Brand Mentions on Social Media
Video Channels	Minutes Watched, Bounce Rate, Number of Views/Impressions, Number of comments, rating and sentiment of video, Number of Shares.
Mobile Apps	Number of Installs, Number of Active Users, Retention Rate, Session Length, Average Revenue Per User, User Reviews
Apps for Virtual or Augmented Reality	Number of Installs, Number of Active Users, Retention Rate, Session Length, Average Revenue Per User, User Reviews