

14 Most Important Metrics To Focus In Your Digital Marketing Campaign

In the digital marketing age, not only are measurable metrics and other analytical data are possible and available in real-time, the need to measure these data is paramount as evidence to success.



Traffic Generation

- ☐ 1. Overall site traffic
- ☐ 2. Traffic sources
- ☐ 3. Mobile traffic
- ☐ 4. Click Through Rate (CTR)
- ☐ 5. Cost Per Click (CPC)

Conversion Metrics

- ☐ 6. Conversion Rate (CVR)
- ☐ 7. Cost Per Lead (CPL)
- ☐ 8. Bounce Rate
- ☐ 9. Average page views per visit
- ☐ 10. Average cost per page view
- ☐ 11. Average time on site
- ☐ 12. Rate of return visitors

Revenue Metrics

- ☐ 13. Return On Investment (ROI)
- ☐ 14. Cost to Acquire a Customer (CAC)

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