

effective
marketing
made simple

measuring performance made simple

NARRATIVE

Tactical metrics	PR and content	Social media	Brand	Online advertising	Offline advertising	Website	Email marketing	Events
Data from 'Where did you hear about us? question/feedback	x	x		x	x		x	x
Number of last touch conversions (downloads, click to email, click to call etc.)	x	x		x		x	x	
Average bounce rate on website (attributed to service in that column)	x	x		x		x	x	
Average number of pages viewed per visit to the website (attributed to service in that column)	x	x		x		x	x	
Target market perception (before and after) from surveys or focus groups			x	x	x	x		x
Number of enquiries/leads (attributed to service in that column)	x	x		x		x	x	
Conversion rate on website (from organic / paid / referral / direct sources)	x	x		x		x	x	
Number of first touch conversions	x	x		x		x	x	
Average length of time spent on page	x	x		x		x	x	
Increase / number of branded search traffic to website	x		x	x	x			x
Number of sales (attributed to service in that column)	x	x		x		x	x	
Number / % referral traffic to website (and source)	x						x	
Number / % direct traffic to website	x		x		x			x
Uplift in brand recall (field or online research)			x	x	x			x
Number of impressions / % reach	x	x		x				
Followers/Subscribers gained and lost		x				x	x	
Search queries (Google Trends)	x		x	x	x			
Number / % organic search traffic to website	x		x			x		x
Keywords in Top 5/10/20/100	x					x		
Click-through-rate on adverts / links		x		x			x	
Number of clicks		x		x			x	
Number of engagements (likes/shares/comments)		x		x				
Domain authority	x					x		
Number of inbound links (and the source)	x					x		
Views of a particular page or uses of a 'friendly/custom' URL				x	x			x
Sentiment in customer reviews / social media mentions (social validation)	x	x						
Number / % social media traffic to website		x						
Number of website visitors in total						x		
Click-to-open rate							x	
Open rate							x	
Number of pieces of coverage gained in target media	x							
% key message penetration in media coverage	x							
Sentiment in media coverage	x							
Inbound media or influencer enquiries	x							
Search impression share (AdWords)				x				
Opportunities to see/hear (OTS/H)					x			
TVRs (TV only)					x			
Average cost per acquisition				x				
Frequency				x	x			
Average cost per click				x				

Don't forget to:

- compare with industry averages/benchmarks
- compare to previous months/years
- look at results in context over a longer period of time e.g. 6, 12 or 18 months
- segment the data e.g. by location, source of acquisition, sentiment, intention level etc where appropriate / it can add value