

Top KPIs for Local Businesses



**Kenric
Company**

Copyrighted®

Key Performance Indicators (KPIs)

1. Return on Ad Spend (ROAS)

ROAS measures how much revenue you generate for every dollar spent on ads. It's calculated by dividing total revenue by ad spend. For local businesses, a ROAS of 3:1 or higher is generally considered good

2. Cost Per Acquisition (CPA)

CPA shows how much you spend to acquire a new customer. Calculate it by dividing total ad spend by the number of new customers. A lower CPA indicates more efficient ad spending

3. Conversion Rate

This metric shows the percentage of people who took a desired action (e.g., made a purchase, signed up for an event) after clicking your ad. A higher conversion rate means your ads are effectively driving customer actions

4. Click-Through Rate (CTR)

CTR measures the percentage of people who clicked on your ad after seeing it. A higher CTR indicates that your ad is relevant and appealing to your target audience. The average CTR for Facebook ads is around 0.9%

5. Cost Per Click (CPC)

CPC shows how much you're paying for each click on your ad. A lower CPC means you're getting more clicks for your budget. For local businesses, aim for a CPC below \$1.50

6. Impressions

This metric shows how many times your ad was displayed. While not directly tied to results, impressions help gauge your ad's reach in the local community

Key Performance Indicators (KPIs)

7. Engagement Rate

Engagement rate measures how often people interact with your ad (likes, comments, shares). Higher engagement can lead to increased visibility and credibility in your local area

8. Frequency

This metric shows how often an individual sees your ad. For local businesses, a frequency of 2-3 is often ideal to maintain awareness without causing ad fatigue