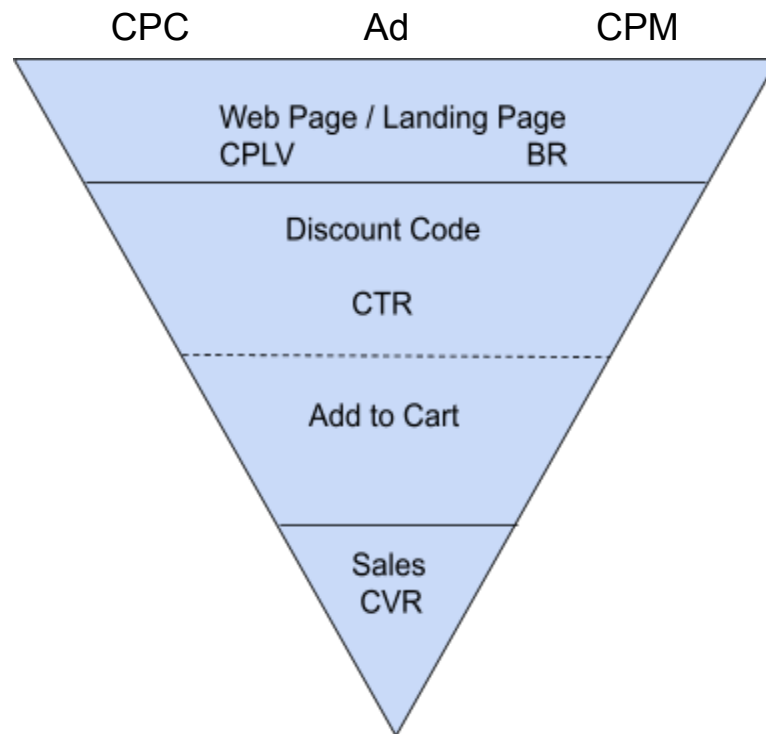


Marketing Funnel and Metrics



Important Metrics to remember:

1. **Impression:** Total number of Views. It is also referred to as an "ad view."

2. **Reach:** Total number of individuals who have seen your ad or content.

3. **Frequency:** How many times an individual has seen your ad or content.

$$\text{Frequency} = \text{Impression} / \text{Reach}$$

4. **Cost per Click:** It shows how much you pay when your ad is clicked. CPC is used to assess the cost-effectiveness of an ad campaign.

$$\text{CPC} = \text{Ad costs} / \text{Number of clicks}$$

5. **Cost per Mille (thousand impressions):** It refers to the rate that an advertiser has agreed to pay per 1,000 views of a particular advertisement.

$$\text{CPM} = (\text{Total Amount Spent} / \text{Total Measured Ad Impressions}) \times 1,000$$

6. **Cost per Landing page View:** It shows how much you pay for the search engine when a prospective customer enters your website's landing page.

$$\text{CPLV} = \text{Cost of an ad} / \text{total number of Landing page views}$$

7. **Bounce Rate:** The percentage of visitors that leave a webpage without taking an action.

$$\text{BR} = (\text{No. of single-page sessions} / \text{No. of total sessions on the site}) \times 100$$

8. **Click Through Rate:** It is the ratio of users who click a link to the total number of users who view it.

$$\text{CTR} = \text{Number of clicks} / \text{Number of impressions} \times 100$$

9. **Conversion Rate:** This metric indicates the number of users that saw your ad and took action as a result.

$$\text{CVR} = \text{Number of purchases} / \text{Number of add-to carts} \times 100$$

10. **Open Rate:** Number of people who opened the email/message
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11. **Average Session Duration:** Time spent on the website
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12. **Abandon Rate:** The percentage of abandoned carts in a business.

$$\text{AR} = \text{No. of abandoned shopping carts} / \text{No. of initiated actions} \times 100$$

13. **Customer Retention Rate (CRR):** The customer retention rate is also called reversed customer churn.

$$\text{CRR} = (\text{No. of customers at the end} \times \text{No. of customers acquisition} / \text{No. of customers at the beginning}) \times 100$$

14. **Cost per Acquisition:** It gives you an estimate of how much your new customers are costing you.

$$\text{CPA} = \text{Total cost of a campaign} / \text{Number of conversions}$$

15. Return On Ad Spend

$$\text{ROAS} = \text{Revenue attributable to ads} / \text{Cost of ads}$$

For example, if you invest Rs. 100 into your ad campaign and generate Rs. 250 in revenue from those ads, your ROAS is 2.5.

16. Return on Investment

$$\text{ROI} = \text{Net income} / \text{Cost of campaign} \times 100$$

For example, if your total income is Rs. 1,000 and the marketing campaign cost Rs. 200, then the simple ROI is 400%. $((1000-200) / 200) \times 100 = 400\%$.
(Net Income = total income - the cost of the campaign)
