

# The Ultimate Guide to Marketing Metrics

2024 Edition

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Demystifying Data

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# Hi there, I'm Stephen

I'm the creator of this guide and the founder of [analythical.com](https://analythical.com) - a place where you can learn about all things data.

Over the course of my career, I've helped brands and marketers make better decisions with data.



I created this guide to help you identify and choose better metrics when it comes to measuring your marketing campaigns.

If you'd like to learn even more about marketing analytics, market research and data visualization, be sure to check out my other channels, including my Udemy courses, where I've built a number of best-selling courses on data.

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# About this guide

In the world of marketing, where every dollar and click counts, understanding the real impact of your activities is not just beneficial — it's essential. This guide is designed to empower marketers like you with the knowledge and tools to measure your marketing efforts effectively.

Why measure? It's all about making better, evidence-based decisions for your business. Measuring the outcomes and impact of your marketing campaigns can help you learn, optimize and improve future marketing investments. It's about knowing what works, what doesn't, and why. By quantifying the success of your strategies, you can justify your marketing spend, understand customer behaviour, and drive your business forward with data-driven strategies.

Vanity metrics won't cut it in today's competitive environment. You must leverage a structured measurement framework to select meaningful metrics that are aligned with your business objective(s).

In the following pages, I'll briefly introduce a measurement framework I've developed. Furthermore, I've curated a list of more than 100 metrics across 10 major marketing platforms, from Facebook to Google Ads. This list includes detailed definitions of the metrics, so you know exactly what each metric is counting.

These metrics are your building blocks for a robust measurement strategy, enabling you to tailor your tracking to your unique objectives. Whether you are fine-tuning an existing campaign or planning a new one, the information found in this guide will be your compass for success.

# Table of contents

<b>1</b>	Choosing the right metrics	5
<b>2</b>	Applying a measurement framework	9
<b>3</b>	Some important things to keep in mind	12
<b>4</b>	Common metrics by platform	13
	<i>Facebook &amp; Instagram metrics</i>	13
	<i>X / Twitter Ads metrics</i>	17
	<i>Google Ads metrics</i>	22
	<i>YouTube channel metrics</i>	25
	<i>TikTok Ads metrics</i>	28
	<i>LinkedIn Page metrics</i>	31
	<i>LinkedIn Ads metrics</i>	34
	<i>Microsoft Advertising metrics</i>	37
	<i>Email marketing metrics</i>	39
	<i>SEO metrics (with Google Search Console)</i>	41
	<i>Website analytics metrics (with Google Analytics)</i>	43

# Choosing the right metrics

When measuring the impact of your marketing efforts, selecting the right metrics can be challenging. Sometimes, marketers choose metrics simply because they're convenient. A great example is *bounce rate*. This is a metric I often see shortlisted as a KPI simply because it's convenient.

There is a type of observation bias known as the drunkard's search principle, or *streetlight effect* for short. The streetlight effect occurs when someone looks for answers in places that are most convenient (i.e. where the light shines brightest) rather than looking for answers in areas that may be most impactful, albeit more difficult to find.

To avoid choosing bad metrics that aren't aligned with your objective, I recommend that marketers consider the *DEM Principle*. DEM stands for **defendable**, **explainable** and **meaningful**.

# Choosing the right metrics

## The DEM principle explained

### Choose DEFENDABLE metrics

You have to be capable of defending why specific metrics were chosen as key success measures or KPIs. Time and again, I've watched brand and marketing managers present the results of a campaign, only to fumble when challenged by a stakeholder on why certain metrics were selected. This can lead to much time wasted discussing why metrics were selected rather than focusing on your campaign performance and outcomes.

It's imperative that you select metrics directly aligned with your campaign objectives, and as such, you'll need to be prepared to justify why these metrics matter. Your stakeholders may not always understand the metric(s) at first; some may even disagree with you on whether a particular metric is relevant. But if you can't effectively defend why you shortlisted specific metrics, you risk losing the trust of your stakeholders.

# Choosing the right metrics

## The DEM principle explained

### Choose EXPLAINABLE metrics

You need to know how a metric works (e.g., what it is counting) if it's shortlisted as a KPI. For example, when Google Analytics 4 (GA4) launched, we were introduced to a new metric called *Engaged Sessions*. Intuitively, most people can probably guess what this metric is all about (i.e. sessions on my website that were engaged). But if you look at the actual definition from Google, you might be surprised about how specific it is.

#### Engaged Sessions

*The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.*

If you hadn't looked that up beforehand, you would have never been able to guess exactly how this metric works. Now, imagine you're presenting a report to your senior stakeholders at work, and one asks you to explain how a metric works. If you're not prepared to answer this, you might find yourself in an awkward position.

What's important is that you can go deeper than a conceptual understanding of how a metric is quantified. And it doesn't matter if you're not a data analyst or data scientist. If you're in charge of choosing metrics to measure success, you need to be able to explain how they work and what they are counting.

# Choosing the right metrics

## The DEM principle explained

### Choose MEANINGFUL metrics

You have to ensure you choose metrics that measure something of value. This starts with knowing your campaign's business objective(s) and then you choose metrics that are directly aligned with this. But most importantly, selecting meaningful metrics requires you to seek truth and avoid the temptation of using *convenience* or *vanity* metrics.

Facing failure can be tough. And naturally, some of you out there may work at companies that don't embrace failure. But if you really want to do better, you need to be ready to accept some hard truths by choosing metrics that actually measure impact.

As a marketer, vanity metrics are your greatest enemy. Marketers sometimes turn to these types of metrics to make a campaign that was sub-par (or even a failure) look impressive. So, instead of reporting on actual campaign reach or conversions, you end up reporting on something meaningless, like the total milliseconds spent on your landing page.

Avoid the temptation to report on the biggest number possible, and focus on measuring real impact.



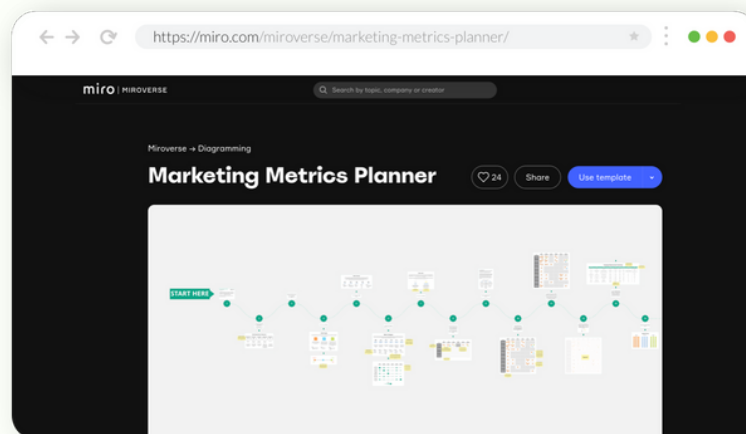
# Applying a measurement framework

When selecting the right metrics to measure your marketing and communications activity, it's good practice to use a framework that helps guide you toward better measurement.

I've developed a measurement framework called the *Marketing Metrics Planner*, or MMP for short. It's available as cloneable template on Miro.com's creator community, known as the Miroverse. So, if you'd like to give it a try, head on over to Miro.com to create a free account, and then you can follow the steps on the following web page to clone and use the template.

**Access the Marketing Metrics Planner template:**

[miro.com/miroverse/marketing-metrics-planner](https://miro.com/miroverse/marketing-metrics-planner)



# Applying a measurement framework

## Types of metrics

There are three types of metrics you should consider when thinking about how to measure the impact of your marketing efforts.

This guide will focus exclusively on **platform metrics** that are readily available in the channels covered

### Platform Metrics

AKA off-the-shelf metrics. These are metrics that are natively supported within an analytics tool or dashboard

#### Example:

Sessions in Google Analytics

### Derived Metrics

These are created by combining two or more existing metrics together, to create a new, custom metric

#### Example:

Dividing total transactions from eCommerce platform into total users from GA4 to calculate a custom conversion rate

### Engineered Metrics

These are fully custom / bespoke metrics that need to be engineered, e.g. custom event tracking with GTM

#### Example:

Creating a custom metric in GA4 or using Tag manager to create a custom event

# Applying a measurement framework

## Metric categories

Another important aspect of my measurement framework is how you organize metrics. This will help you think about the role and purpose of each metric and how they are relevant to your campaign objective(s). There are six metric categories.



### Exposure Metrics

Measure exposure to your marketing content

#### Examples:

- Website sessions
- Ad impressions
- Post reach



### Engagement Metrics

Measure how many people engaged with your content

#### Examples:

- Visit duration
- Likes
- Clickthrough rate



### Perception Metrics

Measure affinity for your brand, product or service

#### Examples:

- Sentiment score
- Likes vs dislikes
- Negative comments



### Experience Metrics

Measure quality of experience while engaged

#### Examples:

- Page load time
- 4xx page errors
- App crash rate



### Acquisition Metrics

Measure costs and efficiency of spend

#### Examples:

- Cost per click
- Cost per impression
- Cost per lead



### Conversion Metrics

Measure how many people converted

#### Examples:

- Downloads
- Leads
- Sales

# Some important things to keep in mind

The world of marketing measurement is ever-changing, so it's important to keep a few things in mind as you use this guide.

### This guide doesn't cover every possible channel and metric

Although I think this guide covers the most common and essential marketing channels, sources and metrics for marketers today, I can't cover everything. But if you feel something is missing, please get in touch with me via my website [here](#).

### Metrics can disappear

Sometimes, metrics can end up on the chopping block. For example, when Google Analytics 4 (GA4) launched, a number of metrics available in the previous version (UA) were not included. It's rare that metrics disappear from key platforms like Facebook or Google Ads, but it happens. So, keep in mind that a metric you find in this guide could become unavailable by the time you read this.

### Metrics can change

Metrics can also change what they count or how they count things. For example, Meta has an "in development" status for metrics that they are actively working on calibrating. This means you can see changes in metric names, definitions or even changes in your data based on updates to metric calculations.

## SECTION 05



# Facebook & Instagram

## Overview

This section covers metrics for both Facebook and Instagram. It includes metrics for both paid/promoted content and ads, as well as organic unpaid content.

## Where is the data available?

Data can be found in the Meta Business Suite via [business.facebook.com](https://business.facebook.com)

## Where to find more info?

Definitions and documentation for metrics are available directly within the Insights dashboard as tool tips, as shown below.

The screenshot shows the Meta Business Suite Insights dashboard. On the left is a sidebar with navigation options: Overview, Results, Audience, Messaging, Benchmarking, Content, Overview, Content, Video, Benchmarking, Audience, Loyalty, Retention, Earnings, and Videos. The main area is titled 'All content' and shows a table of content metrics. The table has columns for Reach, Impressions, Interactions, Likes and reactions, Comments, Shares, and Saves. A red dashed box highlights the 'Reach' column, with a tooltip explaining 'Facebook post reach' and 'Instagram post reach'. The tooltip text is: 'Facebook post reach: This metric counts reach from the organic or paid distribution of your post, including if it was boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated. Learn more' and 'Instagram post reach: This metric counts reach from the organic or paid distribution of your post, including if it was boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated. Learn more'.

Reach	Impressions	Interactions	Likes and reactions	Comments	Shares	Saves
167 Reach			5 Likes	0 Comments	2 Shares	0 Saves
545 Reach			24 Reactions	0 Comments	0 Shares	0 Saves
73 Reach			2 Likes	0 Comments	0 Shares	0 Saves
413 Reach			12 Likes	2 Comments	11 Shares	2 Saves
1.1K Reach			31 Reactions	0 Comments	1 Shares	0 Saves
299 Reach	317 Impressions	25 Interactions	25 Reactions	0 Comments	0 Shares	0 Saves
1K2	107	5	4	0	0	1

You can also find detailed information about specific metrics in the [Meta Business Help Center](#). No single page covers all metrics, so you will need to search for specific metrics within the documentation.

## SECTION 05



# Facebook & Instagram

Metric	Metric Category	Definition	Notes
Reach	Exposure	Reach is the number of people who saw your content, ad or Page at least once. This is a unique metric (i.e. 1 person reached = 1 Facebook account).	Available for both promoted posts / ads or organic posts
Impressions	Exposure	Impressions measure how often your ads were on screen for your target audience. This is not a unique metric (i.e. 1 user can have multiple impressions)	Available for both promoted posts / ads or organic posts
Visits	Exposure	The number of times your Facebook or Instagram Page or profile was visited.	Available for both promoted posts / ads or organic posts
Page Likes / Followers	Exposure	The total number of page / profile followers you have acquired.	Available for both promoted posts / ads or organic posts
Plays	Exposure	The number of times your reel starts to play or replay after an impression is already counted. This is defined as plays of 1ms or more. Replays are counted after the initial play in the same reel session.	Available for Reels
Minutes viewed	Exposure	The total number of minutes your video was played or replayed within this post. This metric counts how many minutes of a video were played, instead of the amount of time that passed while the video was playing.	Available for video posts
Average minutes viewed	Exposure	The average number of minutes a video was played, including any time spent replaying the video during a single instance of the video playing.	Available for video posts
Ad impressions (monetized content)	Exposure	The number of times an ad was shown during your video's in-stream ads.	Available for monetized videos

## SECTION 05



### Facebook & Instagram cont.

Metric	Metric Category	Definition	Notes
Engagements	Engagement	The total number of post likes/reactions, comments and shares. This is typically shown at a Page / Profile level.	Available for both promoted posts / ads or organic posts
Interactions	Engagement	The number of post likes or reactions, saves, comments and shares minus the number of deleted interactions. Compared to the 'engagements' metric, this is typically shown at the post / content level.	Available for both promoted posts / ads or organic posts
Likes and reactions	Engagement, Perception	The number of reactions on your post. This is a unique metric (i.e. 1 reaction = 1 user)	Available for both promoted posts / ads or organic posts
Comments	Engagement, Perception	The number of comments on your post. This is NOT a unique metric (i.e. multiple comments can come from 1 user)	Available for both promoted posts / ads or organic posts
Shares	Engagement	The number of times your post was shared. This is a unique metric (i.e. 1 share = 1 user)	Available for both promoted posts / ads or organic posts
Saves	Engagement	The number of saves of your post.	Available for both promoted posts / ads or organic posts
Link clicks	Engagement	For Facebook, this is the number of clicks on links within posts that led to destinations or experiences, on or off Facebook. For Instagram this is the number of clicks on the link in your story. For promoted posts, this is the number of clicks on links within the ad that led to destinations or experiences, on or off Facebook.	Available for both promoted posts / ads or organic posts

## SECTION 05



## Facebook & Instagram cont.

Metric	Metric Category	Definition	Notes
Replies	Engagement	For Facebook, this is the number of replies made to your story, including text replies and GIF replies. For Instagram this is the number of replies you received from your story, including text replies and quick reaction replies.	Available for Stories
Sticker taps	Engagement	The number of taps on your story's stickers, including reactions stickers, question stickers, quiz stickers, poll votes, rating stickers or slider polls.	Available for Stories
Ad CPM	Acquisition	The gross average paid by advertisers for 1,000 impressions of their ads, including the amount paid to Facebook.	Available for monetized videos
Cost per result	Acquisition	The average cost per result for your ad.	Available for promoted posts / ads
Cost per link click	Acquisition	The average cost per result from your ads.	Available for promoted posts / ads
Results	Conversion	The number of times your ad achieved an outcome, based on the objective and settings you selected.	Available for promoted posts / ads
Approximate earnings	Conversion	The amount of money you earned from ads in your videos. Your actual earnings may be higher or lower due to pending reviews, content ownership claims or other adjustments.	Available for monetized videos



## SECTION 05



# X / Twitter

## Overview

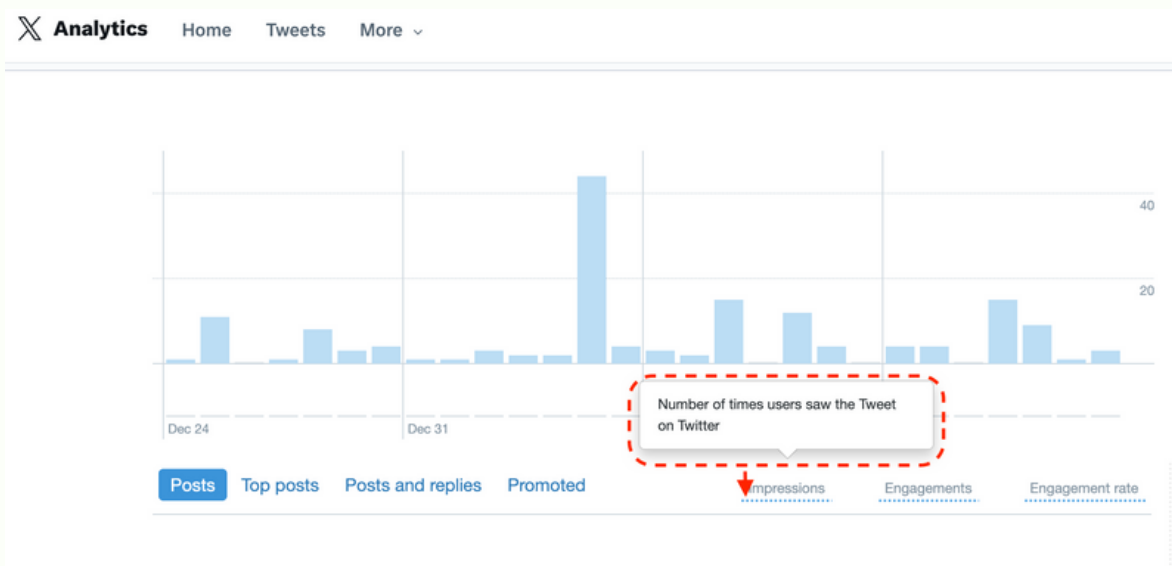
This section covers metrics for X (formerly Twitter). It includes metrics for paid / promoted content / ads, as well as organic / non-paid content.

## Where is the data available?

Data can be found in the X Ads dashboard via [ads.twitter.com](https://ads.twitter.com)

## Where to find more info?

Definitions and documentation for metrics are available directly within the ads / analytics dashboard as tool tips, as shown below.



You can also find detailed information about specific metrics in the [X Help Center](#). No single page covers all metrics, so you will need to search for specific metrics within the documentation.

## SECTION 05



### X / Twitter

Metric	Metric Category	Definition	Notes
Impressions	Exposure	The number of times your ad is shown to users, including earned.	Available for organic posts and most ad types
Average frequency (aka frequency cap)	Exposure	The average number of times your ad was served to each user.	Available for organic posts and most ad types
Video views	Exposure	Video views only count when your video is watched in 50% view for 2 seconds or more, or when a user clicks to expand / unmute your video.	Available for video posts / ads
Video starts	Exposure	The number of people who started the video, regardless of how much of the video player is in view.	Available for video posts / ads
Tweet engagements	Engagement	Total interactions with your Post, including Retweets, replies, likes, poll votes, hashtag clicks, and swipes.	Available for organic posts and most ad types
Engagement rate	Engagement	Tweet engagements divided by impressions. This helps you understand the rate of engagements with your ad.	Available for organic posts and most ad types
Clicks	Engagement	Total clicks on links, hashtags, a Website Card, and other Tweet details in your ad, combined with likes and profile clicks.	Available for organic posts and most ad types
Media engagements	Engagement	Total clicks and swipes on your media, including videos, Vines, GIFs, and images.	Available for organic posts and most ad types

## SECTION 05



### X / Twitter cont.

Metric	Metric Category	Definition	Notes
Retweets / Reposts	Engagement	The number of people that retweeted / re-posted your ad by clicking the Retweet button.	Available for organic posts and most ad types
Likes	Engagement, Perception	The total number of times a post was liked.	Available for organic posts and most ad types
Replies	Engagement, Perception	The number of people that responded to your Post/Tweet by clicking the reply button.	Available for organic posts and most ad types
Follows	Engagement	Total number of followers generated from your Post/Tweet.	Available for organic posts and most ad types
Votes	Engagement, Perception	Total number of votes in a X/Twitter poll.	Available for organic posts and most ad types
Video played 25/50/75/100% (aka Retention)	Engagement	The number of people who watched 25%/50%/75%/100% of the video, regardless of how much of the video player is in view.	Available for organic video posts / video ads
Completion rate	Engagement	The total number of completed views divided by the total number of video starts.	Available for organic video posts / video ads
App clicks	Engagement	Total number of clicks to install or open your app.	Available for app install campaigns

## SECTION 05



### X / Twitter cont.

Metric	Metric Category	Definition	Notes
App clicks rate	Engagement	Total number of app clicks divided by impressions.	Available for app install campaigns
Spend	Acquisition	The total amount you've spent so far. Spend data is only available in USD, and will be converted from other currencies.	Available for promoted posts / ads
Cost per result	Acquisition	Total spend divided by the number of results, including earned.	Available for promoted posts / ads
Cost per engagement	Acquisition	Total spend divided by the number of Post / Tweet engagements. You only pay the first time someone engages with your ad (e.g. Retweets, replies, likes, or other clicks).	Available for promoted posts / ads
Cost per video view	Acquisition	Total spend divided by the number of views. You only pay the first time someone watches your video.	Available for promoted video posts / video ads
Cost per app click	Acquisition	Total spend divided by the number of app clicks. You only pay the first time someone clicks to install or open your app.	Available for app install campaigns
Cost per app install	Acquisition	Total spend divided by app installs.	Available for app install campaigns
App clicks	Engagement	Total number of clicks to install or open your app.	Available for app install campaigns

## SECTION 05



### X / Twitter cont.

Metric	Metric Category	Definition	Notes
Cost per purchase	Acquisition	Total spend divided by the number of purchases.	Available for app install or website traffic campaigns
Results	Conversion	The number of actions that fulfill your campaign objective (e.g. views in a promoted video views campaign).	Available for promoted posts / ads
Results Rate	Conversion	The number of results you received divided by impressions. For in-stream video, this is the number of results you received divided by video starts.	Available for promoted posts / ads
App installs	Conversion	The number of app installs attributed to your ads by X/Twitter.	Available for app install campaigns
Purchases	Conversion	Total number of purchases. The sum of post view, post engagement, and assisted purchases for both your website and mobile app.	Available for app install or website traffic campaigns

## SECTION 05



# Google Ads

## Overview

This section covers metrics for Google Ads. It includes metrics you'll find for a wide variety of ad types, including paid search campaigns, display ad campaigns and video campaigns (i.e. YouTube ads).

## Where is the data available?

Data can be found in the Google Ads manager via [ads.google.com](https://ads.google.com)

## Where to find more info?

Definitions and documentation for metrics are available directly within the ads dashboard as tool tips, as shown below.

A screenshot of the Google Ads dashboard interface. The top navigation bar includes the Google Ads logo, a search bar, and links for Appearance, Refresh, and Help. Below the navigation bar, there are filters for 'All campaigns' and 'Campaigns (6)'. The main content area shows a table of campaign data. A tooltip is displayed over the 'Clicks' column header, containing the text 'Clicks' and 'When someone clicks your ad, it's counted here.' Below the tooltip, there is a link 'Click: Definition'. The table has columns for Campaign, Campaign state, Campaign type, Clicks, Impr., CTR, Avg. CPC, and Cost. The data row shows 'Search-General-1' with 900 clicks, 20,877 impressions, 4.31% CTR, and an average CPC of SGD0.05. A 'Total' row is also present. The right sidebar shows a 'Table' view and a list of columns including Campaign, Campaign state, Campaign type, Clicks, Impr., CTR, Avg. CPC, and Cost.

You can also find detailed information about specific metrics in the Google Ads help documentation, specifically the metrics [Glossary](#).

## SECTION 05



# Google Ads

Metric	Metric Category	Definition	Notes
Impressions	Exposure	An impression is counted each time your ad is served on Google's ad networks, such as on Google.com, YouTube or other publisher websites and apps. Impressions help you understand how often your ad is being seen.	Available for most ad types
Views	Exposure	How often people watched your video.	Available for video ads
Clicks	Engagement	When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads counts that as a click.	Available for most ad types
Clickthrough rate (CTR)	Engagement	CTR is calculated by dividing the number of clicks your ad receives by the number of times your ad is shown. If you have 5 clicks and 1000 impressions, then your CTR is 0.5%.	Available for most ad types
Interactions	Engagement	An interaction is the main action associated with an ad format. These include clicks for text and Product Shopping ads, views for video ads and more.	Available for most ad types
Interaction Rate	Engagement	How often people interact with your ad after it's shown to them. This is measured by dividing the number of interactions with your ad by the number of times your ad is shown. You can use it to help you figure out how effective your advertising is. For example, if you have 10 interactions and 1,000 impressions, then your interaction rate is 1%.	Available for most ad types

## SECTION 05



# Google Ads cont.

Metric	Metric Category	Definition	Notes
Cost (aka spend)	Acquisition	Cost is the total of your spend during this period.	Available for most ad types
Cost per conversion	Acquisition	Tells you how much, on average, each of your conversions cost. It's calculated by dividing your total cost by the number in your "Conversions" column. This calculation only applies to eligible interactions (like ad clicks or video ad views), so any clicks that cannot be tracked for conversions are removed from the calculation.	Available for most ad types
Conversions	Conversion	An action that's counted when someone interacts with your ad or free product listing (for example, clicks a text ad or views a video ad) and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business from a mobile phone.	Available for most ad types
Conversion rate	Conversion	Tells you how often, on average, an ad click or other ad interaction leads to a conversion. It's calculated by dividing "Conversions" by the total eligible interactions (like ad clicks or video ad views.)	Available for most ad types
View-through conversions	Conversion	View-through conversions are conversions that are recorded when users view (but don't interact with) an ad and then convert later. These conversions are counted based on a period of time called a view-through conversion window.	Available for most ad types



## SECTION 05



# YouTube Channel

## Overview

This section covers metrics for a YouTube channel. This does not include YouTube ads, as this is covered in the Google Ads section.

## Where is the data available?

These can be found in the YouTube Studio manager via [studio.youtube.com](https://studio.youtube.com)

## Where to find more info?

Definitions and documentation for metrics are available directly within the analytics dashboard as tool tips, as shown below.

Total views for the selected date range, region and other filters.						Estimated revenue		Impressions	Impressions click-through rate
Views ↓	(hours)	Subscribers							
32,823	1,164.7	848			—			324,293	2.3%
15,808 48.2%	706.4 60.7%	213 25.1%			— —			260,079	2.2%
3,750 11.4%	82.6 7.1%	32 3.8%			— —			4,638	3.0%
3,508 10.7%	122.8 10.5%	30 3.5%			— —			11,492	2.6%
3,496 10.7%	90.0 7.7%	38 4.5%			— —			10,033	3.7%
2,667 8.1%	25.0 2.2%	12 1.4%			— —			13,641	1.1%
1,722 5.3%	19.2 1.7%	12 1.4%			— —			4,685	1.9%
1,198 3.7%	75.9 6.5%	7 0.8%			— —			7,680	6.0%
247 0.8%	11.9 1.0%	3 0.4%			— —			2,523	4.6%

You can also find detailed information about specific metrics in the Google Ads help documentation, specifically the metrics [Glossary](#).

## SECTION 05



# YouTube Channel

Metric	Metric Category	Definition	Notes
Views (channel)	Exposure	Total views of your channel for the selected date range, region and other filters.	None
Views (video)	Exposure	Total views of a video for the selected date range, region and other filters.	None
Subscribers	Exposure	Total subscribers to your channel	None
Subscribers gained	Exposure	The total number of times that users subscribed to this channel for the selected date range and region.	None
Subscribers lost	Exposure	The total number of times users unsubscribed to this channel for the selected date range and region.	None
Impressions	Exposure	How many times your video thumbnails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps.	None
Impressions click-through rate	Exposure	Views per impressions shown. This measures how often viewers watched a video after seeing an impression.	None
Returning viewers	Exposure	Estimated number of people who watched a video and have viewed videos on your channel in the past.	None
Unique viewers	Exposure	Estimated number of people that watched your content within the selected date range.	None

## SECTION 05



# YouTube Channel cont.

Metric	Metric Category	Definition	Notes
Watch time	Engagement	Estimated total hours of viewing time of your content from your audience.	None
Average view duration	Engagement	Estimated average minutes watched per view for the selected content, date range, region and other filters.	None
Likes	Engagement, Perception	The change in total likes found by subtracting 'likes removed' from 'likes added' for the selected date range, region and other filters.	None
Dislikes	Engagement, Perception	The change in total dislikes found by subtracting 'dislikes removed' from 'dislikes added' for the selected date range, region and other filters.	None
Likes (vs dislikes)	Engagement, Perception	The percentage of likes that this video received (out of the total number of likes and dislikes).	None
Estimated revenue	Conversion	The total ad revenue your channel has earned within the time period selected.	Only available for monetized channels in the YouTube partner program.



# TikTok Ads

## Overview

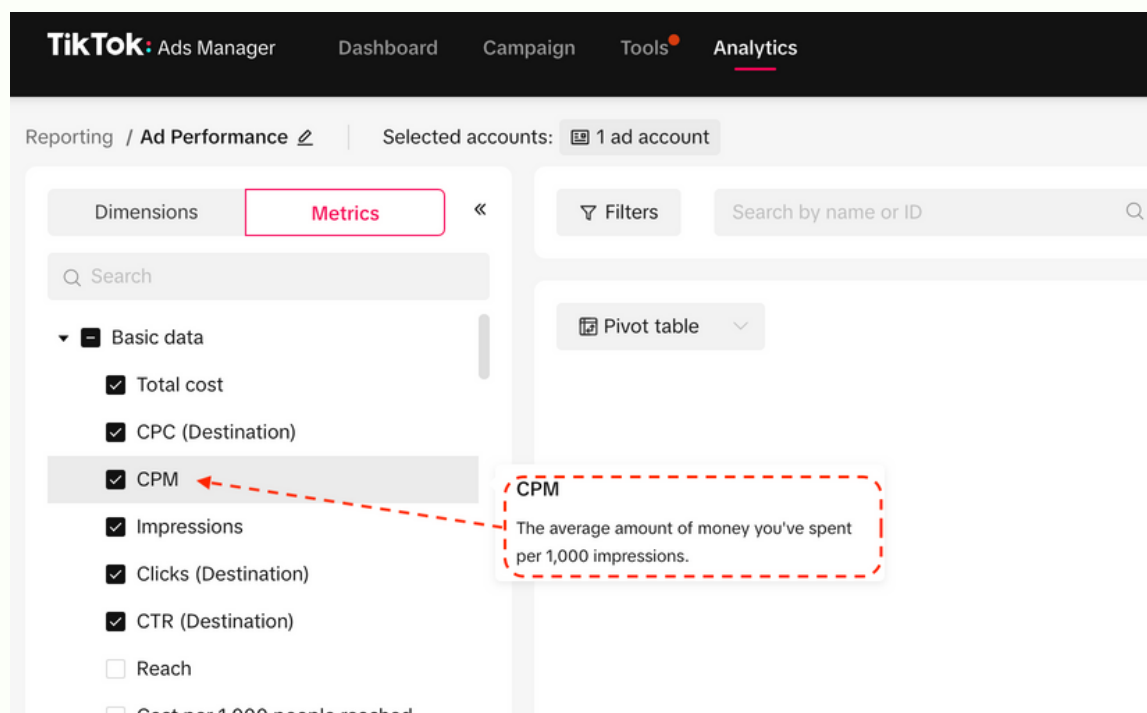
This section covers metrics for TikTok Ads.

## Where is the data available?

Data can be found in the TikTok For Business dashboard via [ads.tiktok.com](https://ads.tiktok.com)

## Where to find more info?

Definitions and documentation for metrics are available directly within the ads manager dashboard as tool tips, as shown below.



You can also find detailed information about specific metrics in the TikTok Business Help Center, specifically [this article on Basic Data](#).



### TikTok Ads

Metric	Metric Category	Definition	Notes
Reach	Exposure	The number of unique user accounts who saw your ads at least once. This metric is estimated.	None
Impressions	Exposure	The number of times your ads were on screen.	None
Frequency (aka frequency cap)	Exposure	The average number of times each unique user account saw your ad.	None
Clicks	Engagement	The number of clicks on your ads that led users to advertiser-specified destinations like websites, apps, or to the app store	None
Clickthrough rate (CTR)	Engagement	The percentage of times your ad was seen and clicked on, taking the user to an advertiser specified destination	None
Cost	Acquisition	The total cost of your campaign.	None



### TikTok Ads cont.

Metric	Metric Category	Definition	Notes
Cost per click (CPC)	Acquisition	The average amount of money you've spent on a destination click	None
Cost per impression (CPM)	Acquisition	The average amount of money you've spent per 1,000 impressions.	None
Cost per acquisition (CPA)	Acquisition	The average amount of money you've spent on a conversion. Calculated as: Cost/Conversion or Install.	None
Conversions	Conversion	The number of times your ad achieved an outcome based on the objective and settings you selected.	None
CVR - Impressions (aka Conversion Rate)	Conversion	The percentage of results you achieved out of all the impressions on your ads. Calculated as conversions/impressions.	None
CVR - Clicks (aka Conversion Rate)	Conversion	The percentage of results you achieved out of all the clicks on your ads. Calculated as conversions/clicks	None



# LinkedIn Page

## Overview

This section covers metrics for a LinkedIn business page. This does not cover promoted content or ads, as that is covered in the LinkedIn Ads section.

## Where is the data available?

Data can be found in the LinkedIn Page Analytics dashboard.

## Where to find more info?

Definitions and documentation for metrics are available directly within the page analytics dashboard as tool tips, as shown below.

The screenshot shows the LinkedIn Page Analytics dashboard for the period Jan 5, 2024 - Jan 19, 2024. A table displays various metrics: CTR, Reactions, Comments, Reposts, Follows, and Engagement rate. A tooltip for the Engagement rate metric is shown, explaining its calculation: (Clicks + Likes + Comments + Reposts + Follows) / Impressions.

CTR	Reactions	Comments	Reposts	Follows	Engagement rate
4.25%	8	0	0	-	6.86%
3.87%	20	0	3	-	8.12%

You can also find detailed information about specific metrics in the LinkedIn help documentation, specifically [this article on metrics](#).

## SECTION 05



### LinkedIn Page

Metric	Metric Category	Definition	Notes
Impressions	Exposure	Shows the number of times each post is visible for at least 300 milliseconds with at least 50 percent of the post in view on a signed in member's device screen or browser window.	None
Unique impressions	Exposure	Shows the number of times your posts were shown to unique signed in members.	None
Clicks	Engagement	Shows the number of unique clicks on your content, company name, or logo by a unique signed in member. This doesn't include interactions, such as shares, reactions, and comments. If a member clicks on a document multiple times it will count as one click.	None
Reactions	Engagement, Perception	Shows the total number of reactions to a post.	None
Comments	Engagement, Perception	Shows the total number of comments received on a post or across posts.	None
Reposts	Engagement	Shows the total number of times your content was reposted.	None



## SECTION 05



### LinkedIn Page cont.

Metric	Metric Category	Definition	Notes
Engagement rate	Engagement	Shows the number of interactions plus the number of clicks and followers acquired, divided by the number of impressions.	None
Views	Exposure	Shows the number of times your video post was viewed for three seconds or more or when your article was completely loaded. Views won't be shown for a member whose associated company has less than 10 employees or if the views from a company are greater than 10 percent of the company's size.	Available for video posts only
CTR	Engagement	Shows the number of clicks your post received divided by the number of impressions your post received.	None
Follows	Exposure	Shows the number of follow clicks on your sponsored content.	None
Total followers	Exposure	Shows the total number of followers of your page.	None
Leads	Conversion	Shows the total number of leads received on your page within a period of time.	Available if lead gen form is setup

# LinkedIn Marketing Solutions

## LinkedIn Ads

### Overview

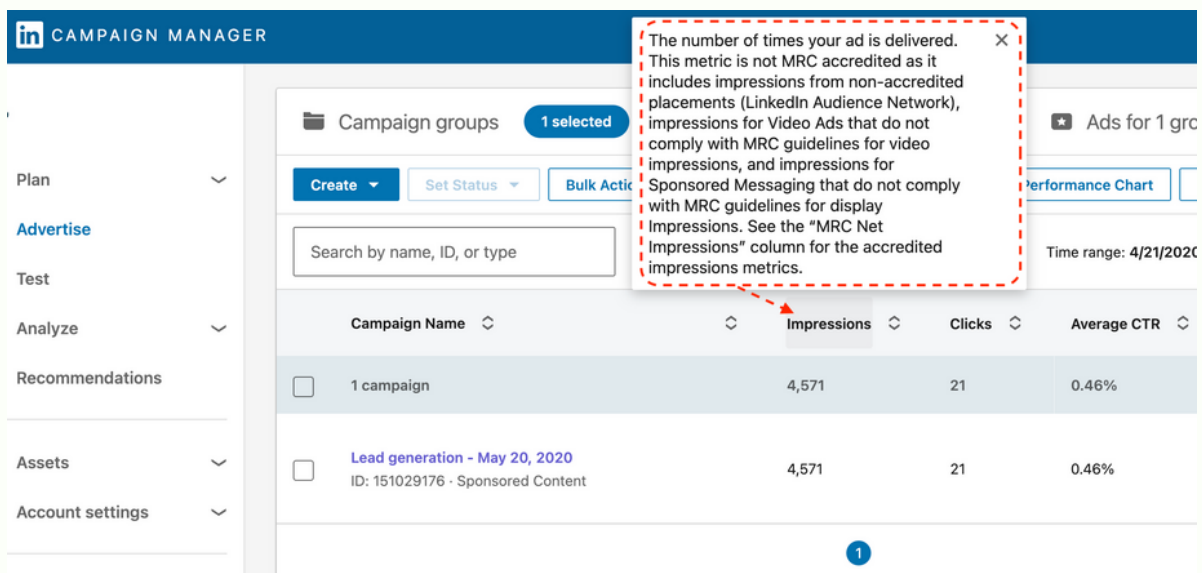
This section covers metrics for LinkedIn ads under marketing solution. This does not cover organic analytics for a page, as that is covered in the LinkedIn Page section.

### Where is the data available?

Data can be found in the LinkedIn Campaign Manager via [linkedin.com/campaignmanager](https://linkedin.com/campaignmanager)

### Where to find more info?

Definitions and documentation for metrics are available directly within the page analytics dashboard as tool tips, as shown below.



The screenshot shows the LinkedIn Campaign Manager interface. On the left is a sidebar with navigation options: Plan, Advertise, Test, Analyze, Recommendations, Assets, and Account settings. The main area displays a table of campaign performance metrics. A tooltip is shown over the 'Impressions' column, explaining that the metric is not MRC accredited and includes impressions from non-accredited placements (LinkedIn Audience Network), impressions for Video Ads that do not comply with MRC guidelines for video impressions, and impressions for Sponsored Messaging that do not comply with MRC guidelines for display impressions. The tooltip also mentions that the 'MRC Net Impressions' column provides the accredited impressions metrics.

Campaign Name	Impressions	Clicks	Average CTR
1 campaign	4,571	21	0.46%
Lead generation - May 20, 2020 ID: 151029176 - Sponsored Content	4,571	21	0.46%

You can also find detailed information about specific metrics in the LinkedIn marketing solutions help documentation, specifically [this article about campaign metrics and performance](#).

## SECTION 05

# LinkedIn<sup>®</sup> Marketing Solutions

## LinkedIn Ads

Metric	Metric Category	Definition	Notes
Impressions	Exposure	The number of times your ad is delivered.	Available for most ad types
Clicks	Engagement	Total chargeable clicks based on your campaign's objective.	Available for most ad types
Average CTR	Engagement	Percentage of chargeable clicks relative to impressions (clicks divided by impressions)	Available for most ad types
Spent	Acquisition	Amount you spent on ads impressions or interactions.	Available for most ad types
Average CPM	Acquisition	Total spent on your ads divided by 1,000 impressions.	Available for most ad types
Average CPC	Acquisition	Total spent on your ads divided by total clicks.	Available for most ad types

# LinkedIn Marketing Solutions

## LinkedIn Ads cont.

Metric	Metric Category	Definition	Notes
Cost Per Conversion	Acquisition	Ad spend divided by conversions.	Available for most ad types
Conversions	Conversion	The number of times someone took an action after clicking on or seeing your ad. This metric applies to campaigns using LinkedIn conversion tracking.	Available for most ad types
Conversion rate	Conversion	How often your ads result in conversions on your website.	Available for most ad types
Leads	Conversion	The number of leads you get from your ads.	Available for campaigns using LinkedIn Lead Gen Forms
Cost Per Lead	Conversion	Ad spend divided by leads.	Available for campaigns using LinkedIn Lead Gen Forms



# Microsoft Advertising

## Overview

This section covers metrics for Microsoft Ads.

## Where is the data available?

Data can be found in the Microsoft Ads dashboard via [ads.microsoft.com](https://ads.microsoft.com)

## Where to find more info?

Definitions and documentation for metrics can be found in the Microsoft Advertising help center, specifically [this article about metrics](#).



## Microsoft Advertising

Metric	Metric Category	Definition	Notes
Impressions	Exposure	Impressions are the number of times an ad has been displayed on search results pages. Impression share is the number of times your ad is shown as a percentage of the total available impressions in the market you were targeting.	None
Average ad position (Avg. pos.)	Exposure	The average position of the ad on a webpage.	None
Clickthrough rate (CTR)	Engagement	The number of times an ad was clicked, divided by the number of times the ad was shown (impressions). For example, if your ads had 50 clicks out of 2,348 impressions, your CTR is 2.13%.	None
Average cost per click (Avg. CPC)	Acquisition	The total cost of all clicks on an ad divided by the number of clicks. This is the average amount you're actually charged each time your ad is clicked. For example, if you paid a total of \$48.35 for 300 clicks, your average CPC is \$0.16.	None
Conversions	Conversion	A conversion is the completion of an action by a customer after viewing your ad. The action could be purchasing your product, registering for your webinar, joining an organization - whatever you consider the best measure of the ad's success. Along with conversion rate, conversions are available when you turn on conversion tracking.	None
Conversion rate	Conversion	The number of conversions, divided by the total number of clicks. For example, if the ads in your campaign got 300 clicks and four conversions, the conversion rate is 1.33%. Along with conversions, conversion rate is available when you turn on conversion tracking.	None

# Email Marketing

## Overview

The following section covers common metrics that you can use for email marketing. This guide doesn't refer to a specific email marketing tool, but these metrics can usually be found in popular tools like Mailchimp and Constant Contact.

# Email Marketing

Metric	Metric Category	Definition	Notes
Total contacts / subscribers	Exposure	The total number of contacts subscribed to your email list.	None
Deliveries / Emails sent	Exposure	The number of email recipients who didn't hard or soft bounce.	None
Soft bounce	Exposure	Soft bounces typically indicate a temporary delivery issue (e.g. inbox is full, email is too large, etc)	None
Hard bounce	Exposure	A hard bounce indicates a permanent reason an email cannot be delivered (e.g. email doesn't exist, email no longer exists, etc)	None
Total opens	Engagement	The number of times an email was opened.	None
Open rate	Engagement	The percentage of total recipients (successful deliveries) who opened the email campaign.	None
Total clicks	Engagement	The total number of times any tracked link was clicked. This count includes multiple clicks from individual recipients.	None
Click rate	Engagement	The percentage of delivered emails that registered at least one click.	None



## SECTION 05

# Google Search Console SEO

### Overview

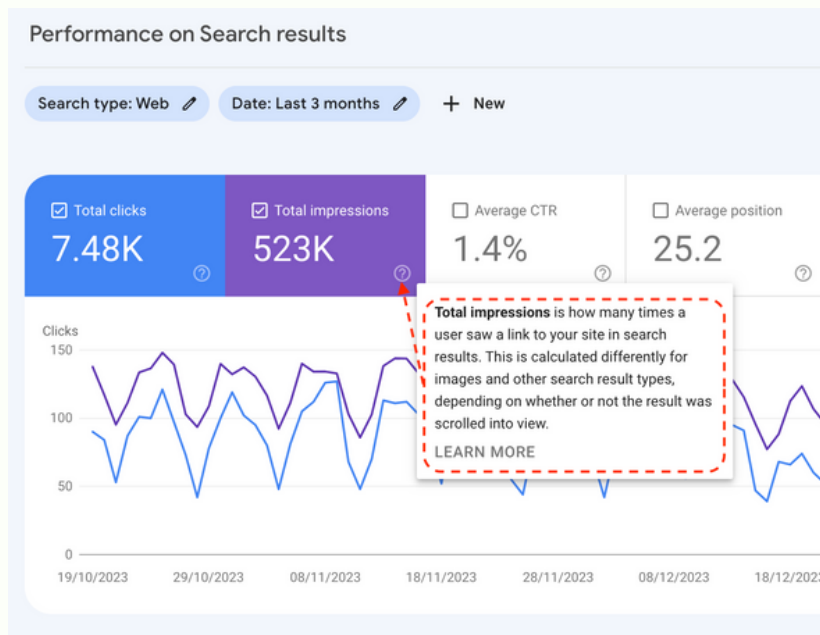
The following section covers common metrics that you can use for SEO. There are many different tools you can use to retrieve SEO data, such as Moz and Ahrefs. But this guide will refer only to metrics you retrieve from Google Search Console for free.

### Where is the data available?

Data can be found in the Google Search Console dashboard via [search.google.com](https://search.google.com)

### Where to find more info?

Definitions and documentation for metrics are available directly within the page analytics dashboard as tool tips, as shown below.



You can also find detailed information about specific metrics in the [Search Console help center](#).

# SEO

Metric	Metric Category	Definition	Notes
Total impressions	Exposure	How many times a user saw a link to your site in search results. This is calculated differently for images and other search result types, depending on whether or not the result was scrolled into view.	None
Average position	Exposure	The average position in search results for your site, using the highest position for your site whenever it appeared in search results.	None
Total clicks	Engagement	How many times a user clicked through to your site from search.	None
Average CTR	Engagement	The percentage of impressions that resulted in a click.	None
Core web vitals: Good URLs	Experience	Good URLs have no 'Poor' or 'Need improvement' issues, and seem to be performing well for your users.	None
Core web vitals: Need improvement URLs	Experience	Need improvement' URLs have no 'poor' issues, but at least one 'Need improvement' issue.	None
Core web vitals: Poor URLs	Experience	Poor' URLs have at least one 'Poor' issue that should be addressed.	None



# Web Analytics

## Overview

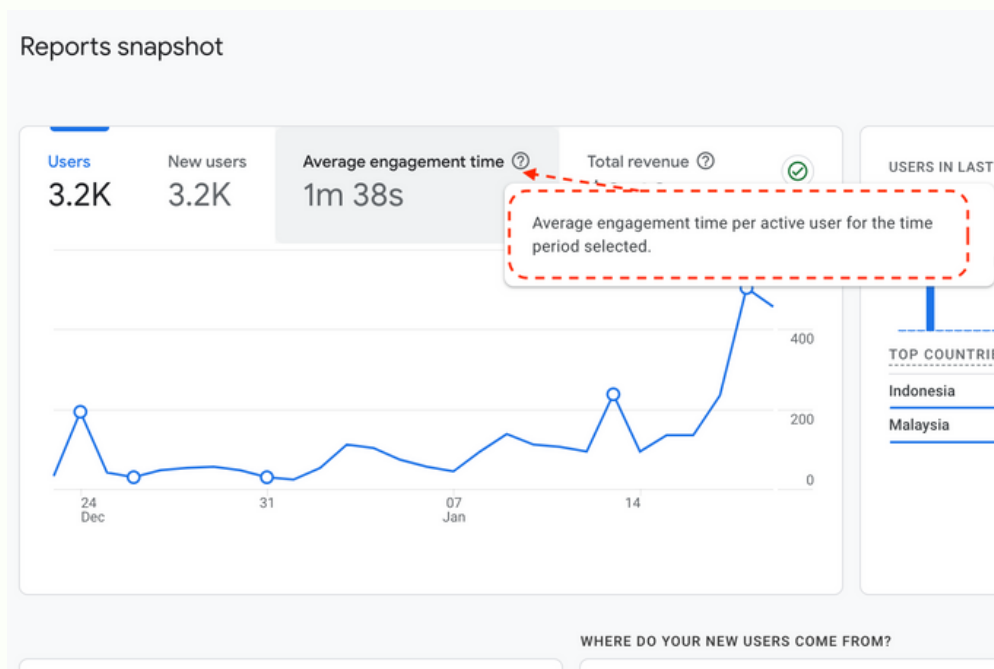
The following table lists common metrics that you can use for web or app analytics, specifically using Google Analytics 4 (GA4).

## Where is the data available?

Data can be found in the Google Analytics dashboard via [analytics.google.com](https://analytics.google.com)

## Where to find more info?

Definitions and documentation for metrics are available directly within the analytics dashboard as tool tips, as shown below.



You can also find detailed information about specific metrics in the [Analytics help center](#).

## SECTION 05



# Web Analytics

Metric	Metric Category	Definition	Notes
Users	Exposure	The total number of unique users who have logged an event.	None
Sessions	Exposure	The number of sessions that began on your site or app.	None
Entrances	Exposure	The number of times that the first event recorded for a session occurred on a particular screen.	None
Exits	Exposure	The number of times that the last event recorded for a session occurred on a particular screen.	None
Views	Exposure	The number of app screens or web pages your users saw. Repeated views of a single screen or page are counted. (screen_view + page_view events).	None
Engaged sessions	Exposure	The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.	None

## SECTION 05



# Web Analytics cont.

Metric	Metric Category	Definition	Notes
Event count	Engagement	The number of times your users triggered an event.	None
Bounce rate	Engagement	The percentage of sessions that were not engaged sessions.	None
Average session duration	Engagement	The average duration (in seconds) of users' sessions.	None
Engagement rate	Engagement	The percentage of engaged sessions (Engaged sessions divided by Sessions).	None
DAU/MAU	Engagement	Rolling daily percent of 30-day active users that are also 1-day active users.	None
Page Load time	Experience	The total time it takes for a page to load in seconds	Although load times were available in UA, unfortunately this metric is no longer natively supported, and you will need to create an engineered metric using Tag Manager to track this.
Conversions	Conversion	The number of times your users triggered a conversion event.	None

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# Thanks for reading


If you have any questions or feedback about this guide, please don't hesitate to reach out via my website - [analythical.com/contact](https://analythical.com/contact)

If you'd like to learn even more about marketing analytics, market research and data visualization, check out my best-selling courses on Udemy. Click the links below to learn more and enroll!



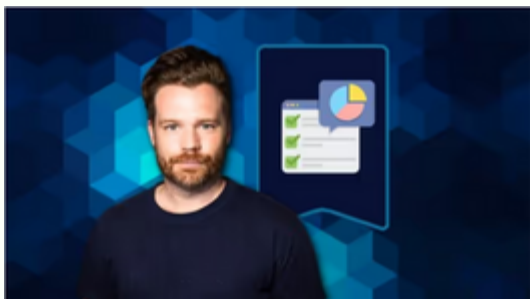
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