Listed metrics (UK):

* Prompted brand awareness
* Unprompted brand awareness
* Ad awareness
* Consideration
* Free sign ups

**B2B:** Awareness > Free sign-up leads

**B2C:** Brand Awareness > Unique users to consumer site > Lead generating activity on business site from consumer site

B2C

Awareness (Prompted Brand)

Retention

Search (Share of search)

Customer Site Users

Business Site Users

Lead generating activity (Free sign-ups, demo requests, etc.)

B2B

**Problems:**

* We need separate business site users data (currently)
* We need data on free sign-up leads that have been generated solely through the customer site
* We need search data