



Bloom Academy

Marketing Metrics Cheat Sheet

AWARENESS METRICS

Impressions	Reach	Share of Voice (SOV)	Brand Mentions	Website Traffic
Number of times content is displayed. Formula: Count of total content display	Unique people who saw your content. Formula: Count of Unique Viewers	Your brand visibility compared to competitors. Formula: $(Your Brand Mentions \div Total Industry Mentions) \times 100$	How many times your brand is mentioned online. Formula: Count of all brand mentions across web and social platforms	Total visitors to your website. Formula: Count of all website sessions within a time period

ACQUISITION METRICS

Traffic Sources	New vs Returning Visitors	Click-Through Rate (CTR)	Cost Per Click (CPC)	Cost Per Acquisition (CPA)
Breakdown of where visitors came from. Formula: $(Visitors from Source \div Total Visitors) \times 100$	First-time vs repeat website users. Formula: $(New Visitors \div Returning Visitors)$ or % of each group	% of people who clicked your link. Formula: $(Total Clicks \div Total Impressions) \times 100$	Average cost of one ad click. Formula: $Total Ad Spend \div Total Clicks$	Cost to acquire a customer. Formula: $Total Ad Spend \div Total Conversions$

ENGAGEMENT METRICS

Lead Conversion Rate	Marketing Qualified Leads (MQLs)	Sales Qualified Leads (SQLs)	Form Fill Conversion Rate	Likes/Reactions
% of visitors who become leads. Formula: $(Number of Leads Converted \div Total Number of Leads) \times 100\%$	Leads that match marketing criteria. Formula: Count of leads meeting MQL criteria	Leads ready for sales team outreach. Formula: Count of leads approved for sales engagement	% of people completing forms. Formula: $(Form Submissions \div Total Visitors to Form Page) \times 100$	Positive engagement on social posts. Formula: Count of all likes, reactions, and favorites

Shares/Retweets/Reposts	Comments	Engagement Rate	Average Session Duration	Pages Per Session
Content spread by users. Formula: Count of total user shares across platforms	Number of user interactions via replies. Formula: Count of all user comments or replies	Total interactions \div total reach. Formula: $(Total Interactions \div Total Reach) \times 100$	Average time spent on your site. Formula: $Total Session Time \div Total Sessions$	Number of pages a visitor explores. Formula: $Total Page Views \div Total Sessions$

CONVERSION METRICS

Bounce Rate	Video Views	Watch Time	Conversion Rate (CR)	Cost Per Conversion
% of visitors who leave without interaction. Formula: $(Single-Page Sessions \div Total Sessions) \times 100$	Number of plays on your video content. Formula: Count of all video play starts	How long viewers actually watch videos. Formula: Video Durations \times Total Viewers.	% of users who complete a goal. Formula: $(Conversions \div Total Visitors) \times 100$	Average spend per conversion. Formula: $Total Campaign Spend \div Total Conversions$

Cart Abandonment Rate	Customer Acquisition Cost (CAC)	Landing Page Conversion Rate	Demo/Trial Sign-Up Rate	Return on Ad Spend (ROAS)
% of users leaving carts unpurchased. Formula: $(Abandoned Carts \div Initiated Carts) \times 100$	Total cost to acquire a customer. Formula: $(Total Marketing + Sales Costs) \div Number of New Customers$	Conversions from dedicated landing pages. Formula: $(Landing Page Conversions \div Landing Page Visitors) \times 100$	% of visitors signing up for trials. Formula: $(Trial Sign-Ups \div Total Visitors) \times 100$	Revenue generated \div ad spend. Formula: $(Revenue from Ads \div Ad Spend) \times 100$

RETENTION METRICS

Customer Retention Rate	Churn Rate	Customer Lifetime Value (CLV / LTV)	Repeat Purchase Rate	Email Open Rate
% of customers who stay over time. Formula: $[(Customers at End - New Customers) \div Customers at Start] \times 100$	% of customers lost over time. Formula: $(Customers Lost \div Total Customers at Start) \times 100$	Projected revenue per customer. Formula: $Average Purchase Value \times Purchase Frequency \times Customer Lifespan$	How often customers buy again. Formula: $(Customers with >1 Purchase \div Total Customers) \times 100$	% of recipients who opened your email. Formula: $(Emails Opened \div Emails Delivered) \times 100$

REVENUE / IMPACT METRICS

Email Click Rate	Unsubscribe Rate	Return on Investment (ROI)	Revenue Attribution	Pipeline Influence
% who clicked on links in emails. Formula: $(Email Link Clicks \div Emails Opened) \times 100$	% who opt out from mailing list. Formula: $(Unsubscribes \div Emails Delivered) \times 100$	Profit relative to cost. Formula: $[(Revenue - Cost) \div Cost] \times 100$	Which marketing channel generated revenue. Formula: $Revenue per Channel \div Total Revenue$	Leads in sales pipeline driven by marketing. Formula: $(Marketing-Influenced Leads \div Total Leads) \times 100$

Average Order Value (AOV)	Sales Growth from Marketing	Customer Advocacy (Referrals)	Net Promoter Score (NPS)	Brand Equity Index
Average spend per transaction. Formula: $Total Revenue \div Number of Orders$	Increase in sales due to campaigns. Formula: $[(Sales after Campaign - Sales before Campaign) \div Sales before Campaign] \times 100$	New customers via referrals. Formula: $(Referred Customers \div Total New Customers) \times 100$	Customer loyalty score. Formula: $\% Promoters - \% Detractors$	Combined measure of brand awareness, loyalty, and preference. Formula: $(Brand Awareness + Perceived Quality + Brand Loyalty) / 3$ OR $(Brand Awareness + Perceived Quality + Brand Loyalty + Market Share) / 4$