



# 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 ÷ Total Industry Mentions) × 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 ÷ Total Visitors) × 100	First-time vs repeat website users. Formula: (New Visitors ÷ Returning Visitors) or % of each group	% of people who clicked your link. Formula: (Total Clicks ÷ Total Impressions) × 100	Average cost of one ad click. Formula: Total Ad Spend ÷ Total Clicks	Cost to acquire a customer. Formula: Total Ad Spend ÷ 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 ÷ Total Number of Leads) × 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 ÷ Total Visitors to Form Page) × 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 ÷ total reach. Formula: (Total Interactions ÷ Total Reach) × 100	Average time spent on your site. Formula: Total Session Time ÷ Total Sessions	Number of pages a visitor explores. Formula: Total Page Views ÷ 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 ÷ Total Sessions) × 100	Number of plays on your video content. Formula: Count of all video play starts	How long viewers actually watch videos. Formula: Video Durations ÷ Total Viewers.	% of users who complete a goal. Formula: (Conversions ÷ Total Visitors) × 100	Average spend per conversion. Formula: Total Campaign Spend ÷ 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 ÷ Initiated Carts) × 100	Total cost to acquire a customer. Formula: (Total Marketing + Sales Costs) ÷ Number of New Customers	Conversions from dedicated landing pages. Formula: (Landing Page Conversions ÷ Landing Page Visitors) × 100	% of visitors signing up for trials. Formula: (Trial Sign-Ups ÷ Total Visitors) × 100	Revenue generated ÷ ad spend. Formula: (Revenue from Ads ÷ Ad Spend) × 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) ÷ Customers at Start] × 100	% of customers lost over time. Formula: (Customers Lost ÷ Total Customers at Start) × 100	Projected revenue per customer. Formula: Average Purchase Value × Purchase Frequency × Customer Lifespan	How often customers buy again. Formula: (Customers with >1 Purchase ÷ Total Customers) × 100	% of recipients who opened your email. Formula: (Emails Opened ÷ Emails Delivered) × 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 ÷ Emails Opened) × 100	% who opt out from mailing list. Formula: (Unsubscribes ÷ Emails Delivered) × 100	Profit relative to cost. Formula: [(Revenue - Cost) ÷ Cost] × 100	Which marketing channel generated revenue. Formula: Revenue per Channel ÷ Total Revenue	Leads in sales pipeline driven by marketing. Formula: (Marketing-Influenced Leads ÷ Total Leads) × 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 ÷ Number of Orders	Increase in sales due to campaigns. Formula: [(Sales after Campaign - Sales before Campaign) ÷ Sales before Campaign] × 100	New customers via referrals. Formula: (Referred Customers ÷ Total New Customers) × 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