

Here are 10 important, often under-leveraged, advertising metrics I find incredibly valuable for strategic decision-making, along with why they matter and their basic formulas:

- ★ **Share of Search:** Your brand's relevance heartbeat.
  - *Strategic Impact:* Proxy for market share & future demand.
  - *Formula:* (Your Brand Searches / Total Category Searches) \* 100%
  
- ★ **Cost Per Qualified Lead (CPQL):** Efficiency tied to *actual* potential.
  - *Strategic Impact:* Connects ad spend to sales-ready leads, not just form fills.
  - *Formula:* Total Ad Spend / Number of Qualified Leads
  
- ★ **Ad-Attributed Lifetime Value (aaLTV):** Measuring long-term profitability from ads.
  - *Strategic Impact:* Shows which ad efforts bring your most valuable, loyal customers.
  - *Formula:* Avg. Revenue from Customer Acquired via Ad Channel over time
  
- ★ **Incremental Lift:** The ultimate proof of ad causality.
  - *Strategic Impact:* Isolates the *true* impact of ads vs. baseline activity or other factors.
  - *Formula:* Conversion Rate (Ad Exposed) - Conversion Rate (Control Group)
  
- ★ **Time to Conversion (from Ad Interaction):** Understanding the journey length.
  - *Strategic Impact:* Reveals sales cycle dynamics and highlights friction points post-ad.
  - *Formula:* Avg. Time from First Ad Interaction to Conversion

★ **View-Through Conversion Rate (VTC Rate):** The power of being seen, not just clicked.

- *Strategic Impact:* Quantifies the influence of non-clickable ads (video, display) on conversions.
- *Formula:* (View-Through Conversions / Impressions) \* 100%

★ **Average Session Duration (from Ad Click):** Engagement beyond the click.

- *Strategic Impact:* Signals relevance and interest *after* someone lands on your site from an ad.
- *Formula:* Total Session Duration from Ad Clicks / Number of Sessions from Ad Clicks

★ **Brand Search Lift:** Did your ads make people search for YOU?

- *Strategic Impact:* Direct measure of awareness/interest impact from upper-funnel campaigns.
- *Formula:* % Increase in Brand Searches During Campaign vs. Before

★ **Repeat Purchase Rate (Ad Cohort):** Are your ads acquiring sticky customers?

- *Strategic Impact:* Evaluates the long-term quality and loyalty of customers brought in by specific ad efforts.
- *Formula:* (% of Customers from Ad Cohort Making a Second Purchase) \* 100%

★ **Conversion Rate by Ad Creative:** Which message *really* drives results?

- *Strategic Impact:* Pinpoints specific creative concepts or copy that resonate best for the desired outcome (conversion), not just clicks.
- *Formula:* (Conversions by Specific Creative / Impressions of Creative) \* 100%

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