



FREE GUIDE

The 40 Most Important KPIs

for Marketers

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Introduction.

If you were to listen in to just about any business meeting, it's highly likely you would hear the term 'KPI' mentioned several times.

“Key Performance Indicators (KPIs) are the critical (key) indicators of progress toward an intended result. KPIs provide a focus for strategic and operational improvement, create an analytical basis for decision making and help focus attention on what matters most.”

Source: <https://kpi.org/KPI-Basics>

Whether you are creating landing pages, running email marketing campaigns, or growing your social media following, the best way to assess the success of your efforts and stay on track to reach your targets is by setting and measuring the right KPIs.

Throughout this guide, we will give you 40 of the best KPIs marketers should be measuring. Once you've determined the KPIs that best suit your goals, you can present these in a marketing dashboard for quick, real time analysis for you and your team.

Email Marketing

In 2022 alone, 333.2 billion emails are expected to be sent and received each day

Source: [Statista, 2021](#)

OBERLO

The Widespread Usage of Email

In 2022, global
email users is
forecast at **4.3**
BILLION
users.



(Statista, 2021)



By 2025, this
figure is set to
grow to

4.6
BILLION
users.

(Statista, 2021)

That's more than half the
world population.

1. Open Rate

One of the simplest and most universally used metrics by marketers, open rate, will give insight into how engaged and interested your email subscribers are, as well as how effective different email subject lines can be. This can be particularly useful when experimenting with subject lines and running A/B campaigns.

2. Click-through rate (CTR)

Another common metric to determine how well a campaign is performing. This measures how many recipients have clicked on the links within your email. CTRs are typically lower than open rates, with an average CTR just above 2%.

3. List growth rate

This is used to determine the rate at which your email list is growing. It's natural to experience some attrition every year, so focus on ways to engage new subscribers, re-engage old subscribers and attract new loyal subscribers.



4. Unsubscribe rate

Any email marketing platform will tell you how many people have unsubscribed upon receiving your email. Users should be given the option to opt out of emails completely or update their email preferences in relation to frequency and the content they are happy to receive. Many subscribers may not bother going to the effort of unsubscribing and will just stop opening your emails, so it's important to consider open rate and engagement when looking at this metric.

5. Conversion rate

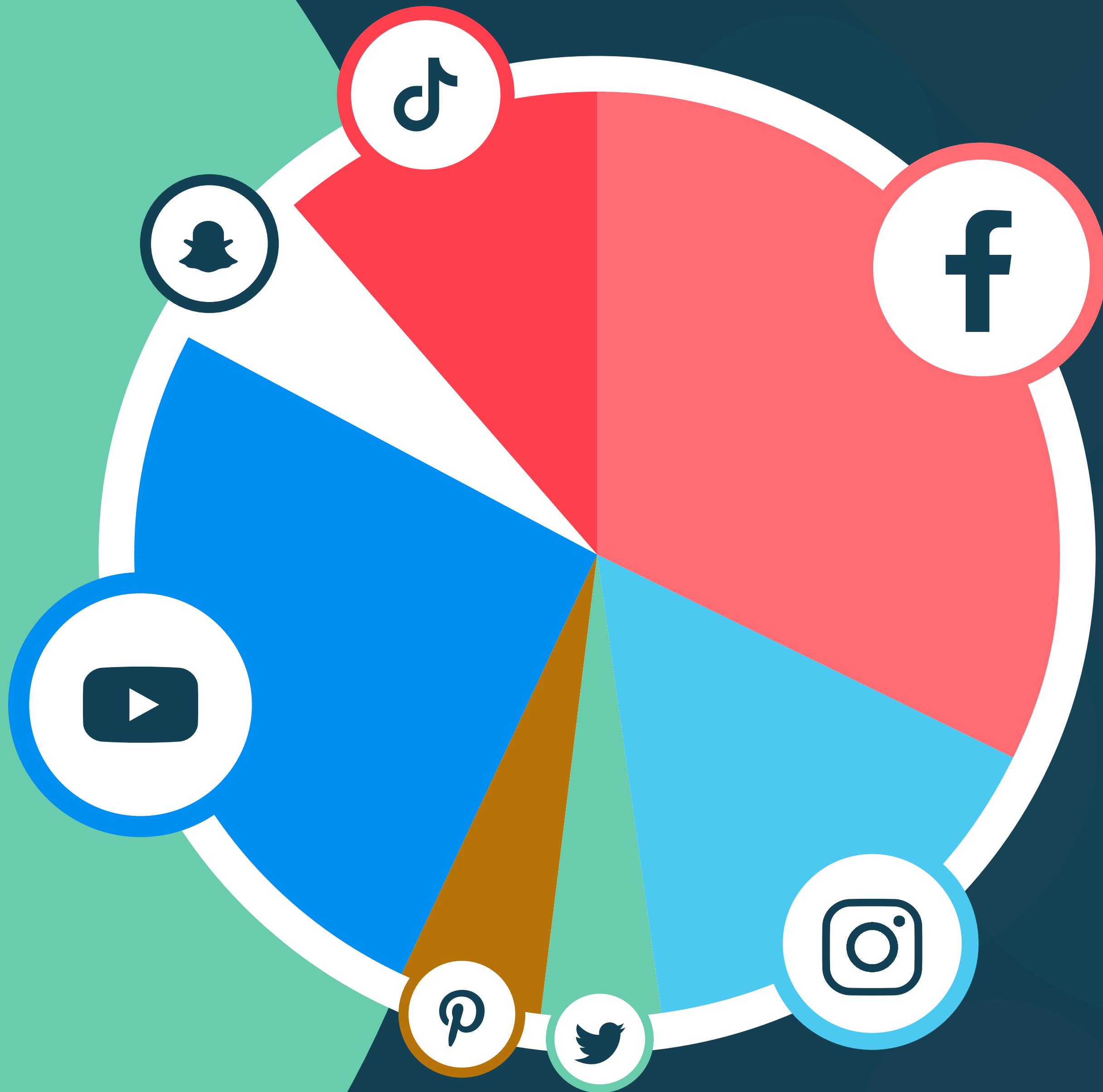
This is the number of users who have done exactly what you wanted them to do - they have opened your email, clicked your call to action, and converted. This could be completing a lead generation form, signing up for a product demo, or making a purchase. The higher the conversion rate, the better.








6. Bounce rate

There are two types of bounce rate in email marketing: hard and soft bounces. Hard bounces are when an email is not delivered as the email address is incorrect or non-existent. Soft bounces are caused by a temporary problem, for example when the email recipient's inbox is full. Having too many hard bounces can negatively affect your email effectiveness as the ISP (Internet Service Provider) may categorise your emails as spam, meaning those who actually want to receive your emails may not.

Social Media





	Facebook 2895 million MAU
	Instagram 1393 million MAU
	Twitter 363 million MAU
	Pinterest 454 million MAU
	YouTube 2291 million MAU
	SnapChat 538 million MAU
	TikTok 1000 million MAU

MAU = (monthly active users)

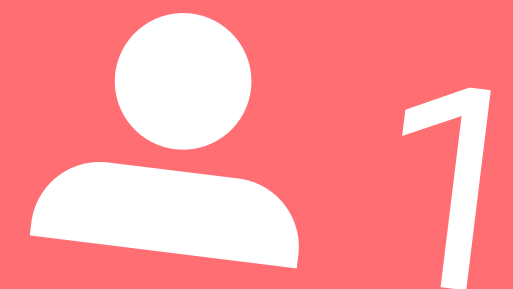
Source: statusbrew.com


7. Engagement

Arguably one of the most important KPIs in social media, engagement measures the number of likes, comments, shares and general interactions that your posts receive. Having a large number of followers is pointless if the audience isn't regularly interacting with the content they have chosen to follow. **Think quality over quantity** with this one.

8. Follower count

Found easily on each social platform, your follower count is easy to monitor and tells you how many accounts are keeping up with your brand. This does not necessarily mean that this amount of people see every single one of your posts, but they have actively highlighted that they want to. Generally, it is better to have 1,000 followers who actively engage with your content than having 1 million followers that never like, comment, or share your content.





Experts believe that in five years, there will be 4.4 billion people on social media.

Source: [Review42.com](https://www.review42.com)



9. Follower growth rate

It goes without saying that you want to gain more followers than lose them. This measures the speed at which your brand's following increases on social media - basically how quickly you get followers.

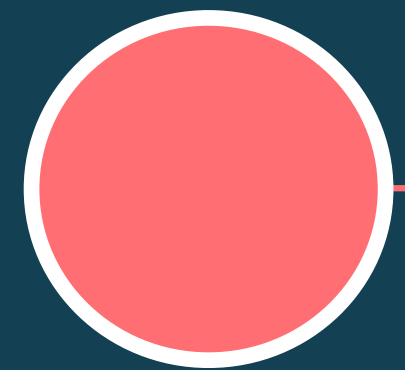


10. Impressions

Impressions are the total number of times that social media users have been shown your content and doesn't distinguish between unique accounts. So, one account could see the same post in their feed four times, which equates to four impressions. Impressions don't include people who have clicked or engaged with your content, just those who were exposed to it.

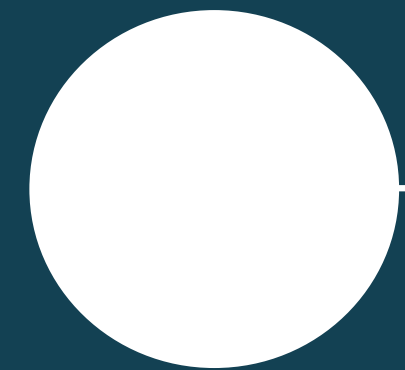
Why consumers unfollow brands on social media

Unfollow



49%

Poor quality of product or support



49%

Poor customer service



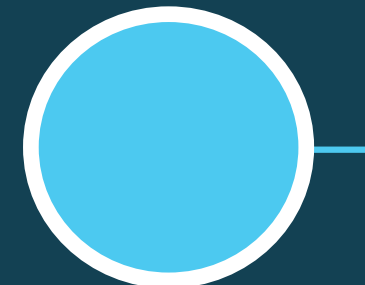
45%

Irrelevant content



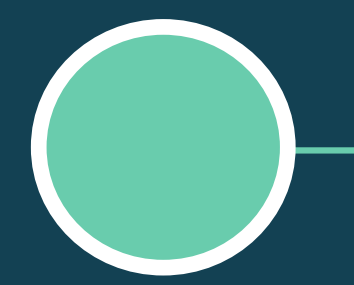
45%

Too many ads from that brand



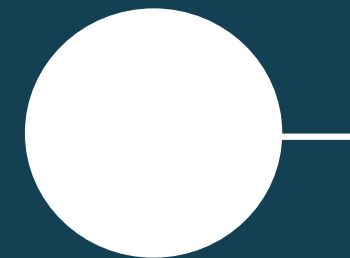
39%

Privacy concerns



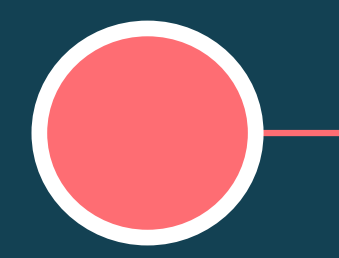
29%

Negative press



26%

Corporate scandal



24%

Brands post too much

Source: sproutsocial.com

11. Post reach

Not to be confused with impressions, reach is used to determine who sees your content. This could be the number of people who saw your tweet, your Instagram story, or a Facebook event page. Having a high reach is good for brand awareness however, you still want users to engage with your content too.

12. Conversion

Like conversion rate for email marketing, this is the number of users who perform the actions outlined in your social media post, so this could be subscribing to your mailing list, visiting a landing page, or making a purchase. Having a high conversion rate shows that your post delivered value to your audience and suggests your content is relevant to your followers.

The number of social media users increased by 13% in 2020

The total number of social media users as of March 2021 has reached 4.20 billion equating to more than half the total of the world's population.

Source: [NealSchaffer.com](https://nealschaffer.com)



13. Site traffic

Looking at the traffic to your website is a great way to see how well social posts with links to your website are performing. If you are investing a lot of time and effort into your social media content, you want to make sure there is a high percentage of traffic coming from your social channels. This data can be found easily in Google analytics in the acquisition section.

14. Click-through rate

In social media, this is a type of conversion but it is an important one to track as an individual performance indicator. Not to be confused with other engagement actions such as shares, likes or comments, CTR is specifically how often users click on the call to action link in your social post. Tracking this will give insight into how compelling and valuable your offer is to your audience. If you have a high CTR but low conversion rate, it can also provide insight into where you're losing your audience.



**In almost every industry,
Facebook still sends more traffic
than all other social networks.
Facebook delivers 65.36% of all
social media traffic**

Source: growthbadger.com



Website Analytics

15. Organic traffic

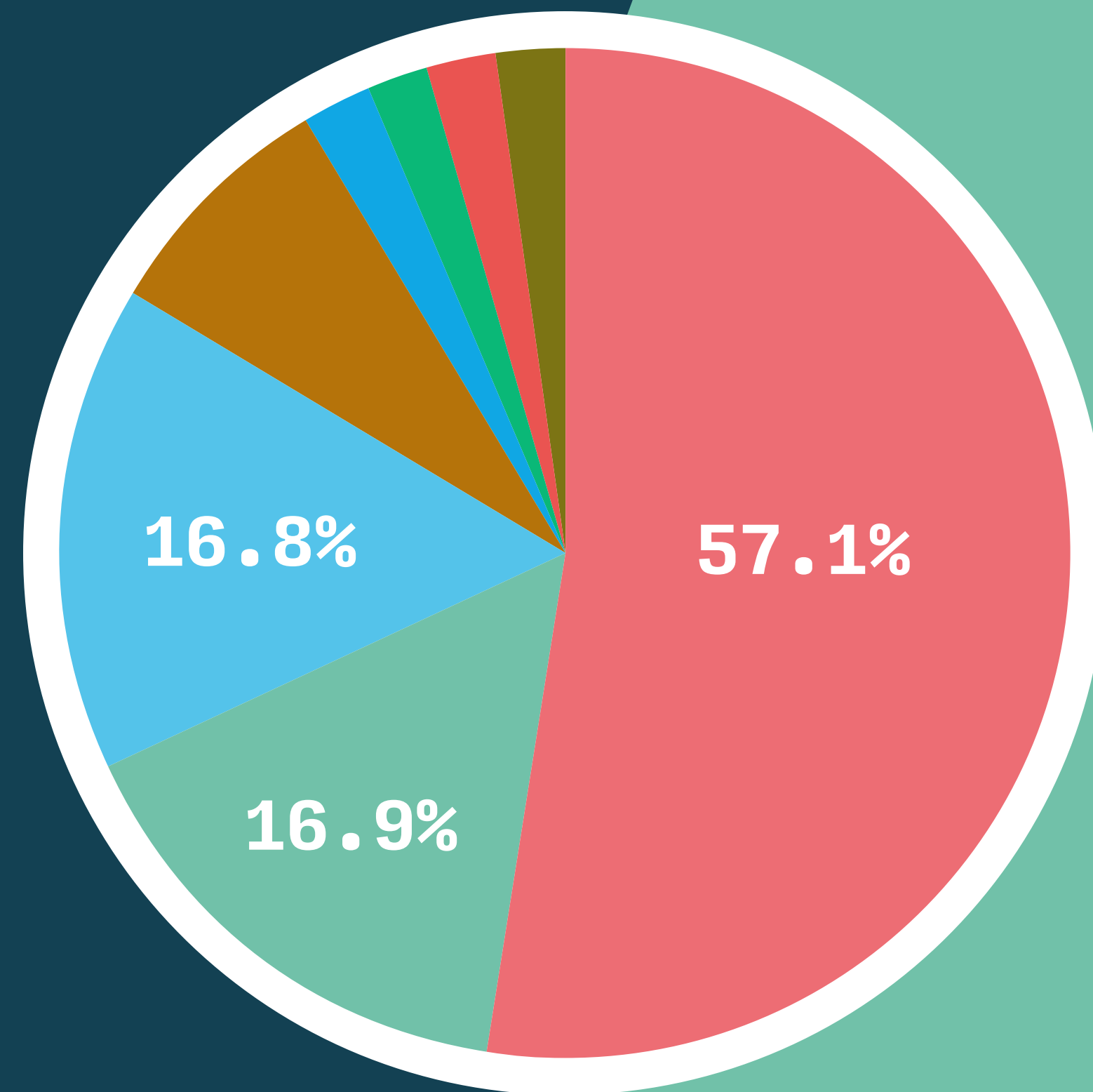
This is the number of visits to your website by someone who has found your site using a search engine and reflects the effectiveness of your content and SEO efforts. It's irrelevant how good your content is if no one sees it. Looking at organic traffic is a great place to start to measure the performance of your marketing campaigns or strategy.

The average top blog gets 66.47% of its traffic from search, of which 99.77% is organic and only 0.23% is paid.

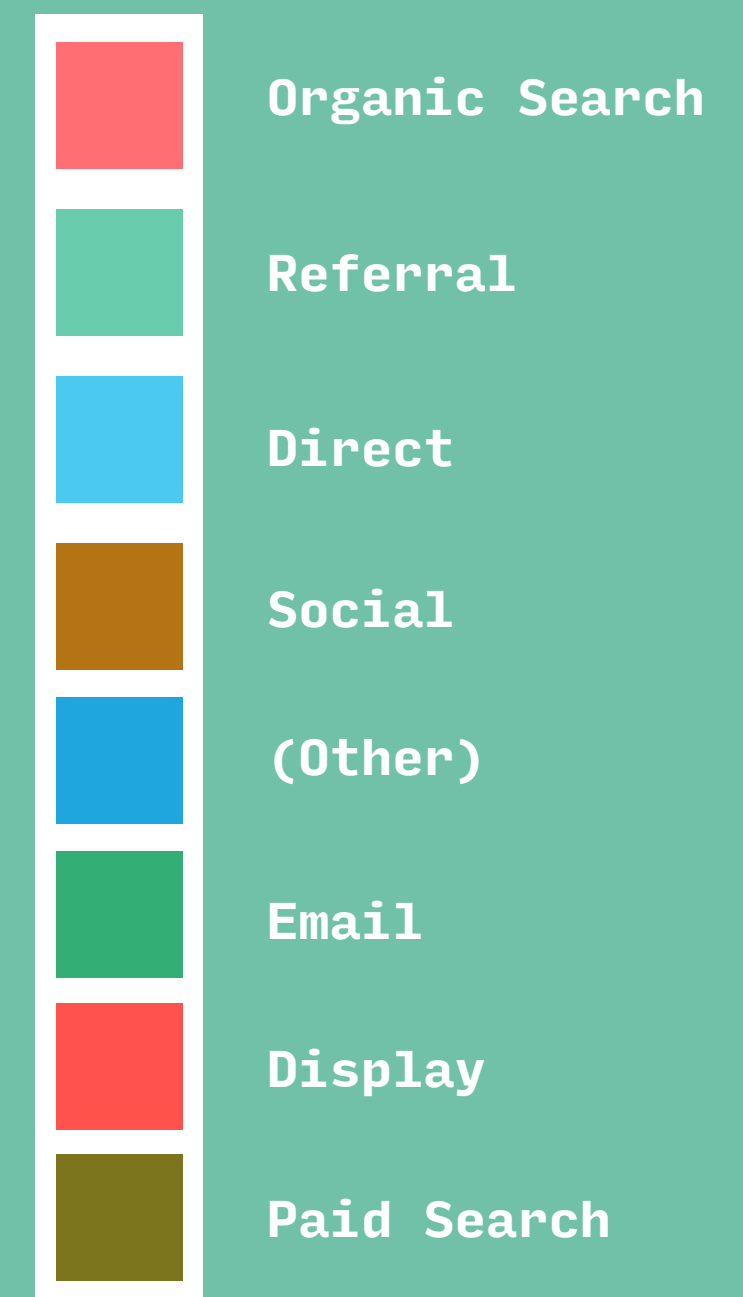
Source: growthbadger.com

16. Traffic source

This measures where traffic that finds your website has come from. This can include organic, direct, referral, social, paid or email. Monitoring this will show where your website traffic is functioning best and highlights where more work is needed to fill in the gaps.




Top Channels
Source: Webx.com



17. Search engine rankings

It makes sense that the higher your site ranks on search engines, the better. This is a crucial KPI as it ties in directly with your SEO efforts. The higher you appear in the search rankings, the more traffic, leads and conversions you are likely to get. Keep a close eye on your ranking as a big drop could suggest an issue with your site.



Only 0.78% of Google searchers click on results from the 2nd page.

Source: backlink.com



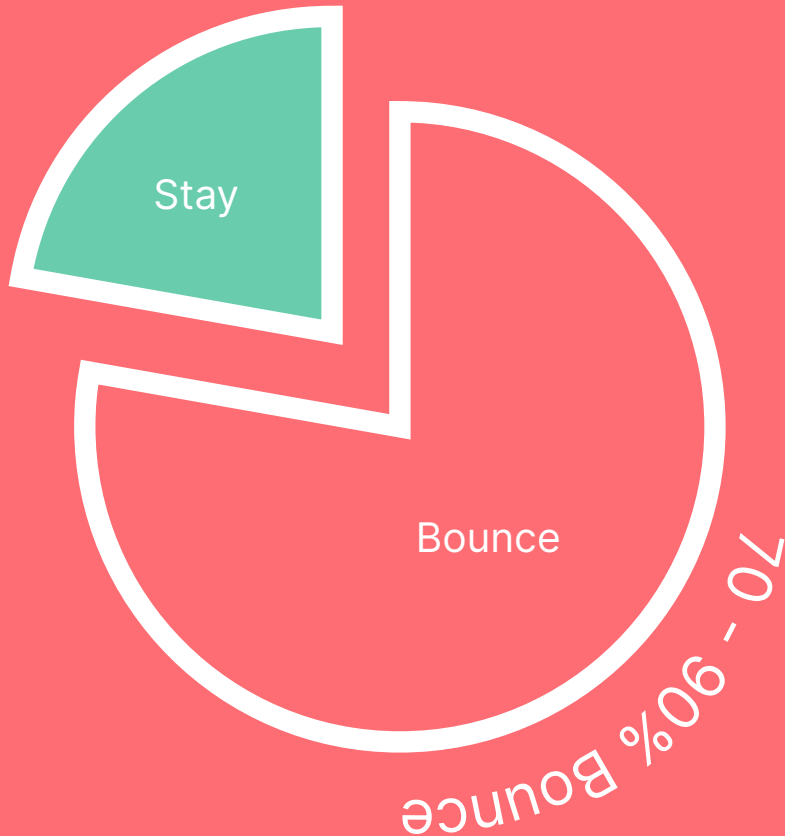
18. Conversions/leads

Getting visitors to your site is one thing but, what are they doing once they get there? Depending on the type of business you have, a conversion might be an email subscription sign up, a registration for a demo, a direct purchase or downloading an ebook. Keep an eye on what pages generate the most conversions and also look for where people drop off before conversion and how that journey could be improved.

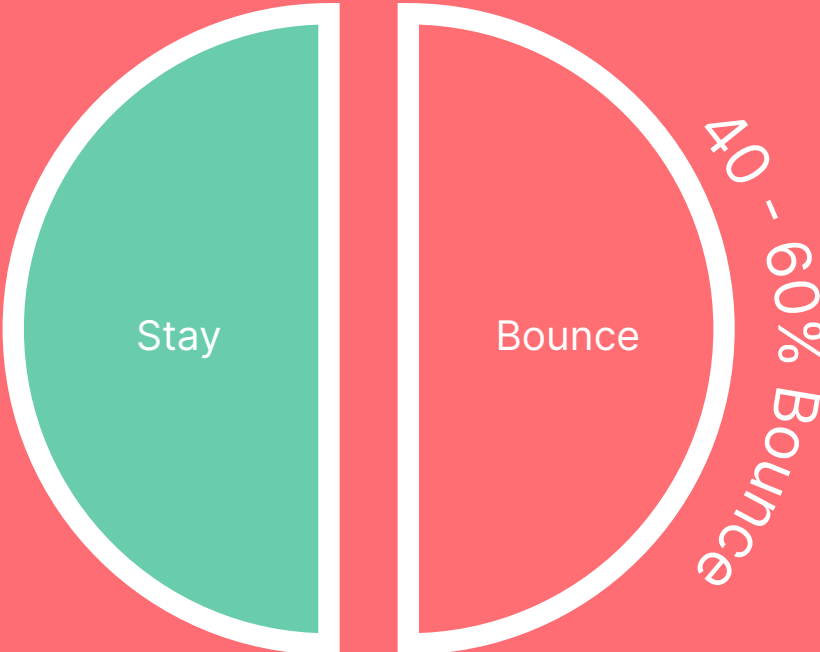
19. Bounce rate

This is the percentage of website visitors that exit your site after viewing just one single page, rather than exploring a number of your pages. It will help you identify if your visitors requirements are being met. A lower bounce rate often correlates with a higher average session duration and a higher number of pages viewed per session.

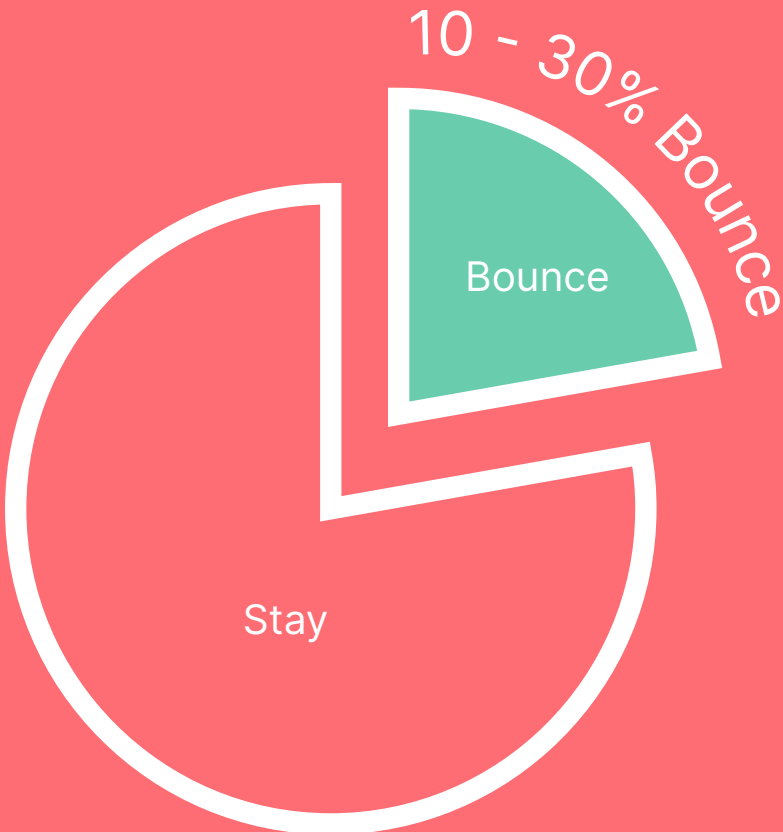
BOUNCE RATES BY INDUSTRY



Blog Pages



Content Sites




Service Sites

Source: Cxl.com

20. Site speed

Everybody knows how annoying it is when you land on a website and it takes a long time for content to load. Chances are, you will click off and visit a different site instead, so if your site is slow then you are at a big risk of losing potential customers. You can test the speed and health of your site for free using [Google's Page Speed insights](#), [Lighthouse](#) or [webpagetest.org](#).



70% of consumers say that slow loading speeds make them less willing to buy from a company.

Source: [elementor.com](https://www.elementor.com)

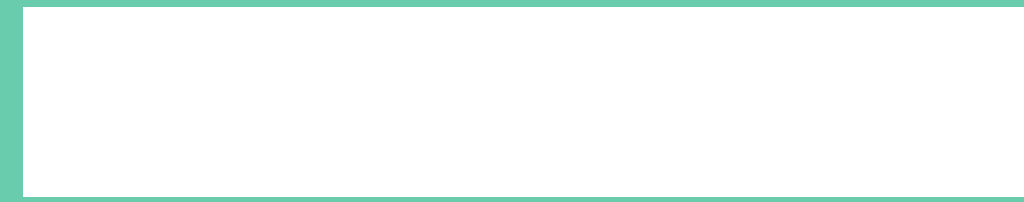


21. New visitors

If your company is growing rapidly, it's not surprising that you'll get a lot of first time visitors to your website. The thing to keep an eye out for here is that if your numbers are heavily made up of new visitors, it suggests that people aren't inclined to come back to your site, and for the majority of sites, a user is unlikely to purchase on one single visit.

22. Returning visitors

This is the number of visitors who return to your site multiple times. Tracking this figure allows you to see how effective you are at building and retaining an audience and will highlight that your content marketing efforts have paid off.



Returning visitors add 65.16% more items to their cart than first-time visitors. And that's not all, the conversion rate of returning visitors was significantly higher than new visitors.

Source: [barilliance.com](https://www.barilliance.com)



23. Domain authority

This reflects the measurement of how Google ranks your website in terms of trustworthiness, which will affect where your website ranks in the search engine results. Each site is scored between 1-100, with higher numbers reflecting a better score. The term domain authority was created by SEO software Moz. Other tools like SEMrush will refer to this as authority score, Ahrefs refer to it as domain rating, and Majestic use trust flow. There can be a bit of variation between the tools so it may be helpful to keep an eye on a few.

A large magnifying glass graphic is positioned on the right side of the slide. Inside the lens of the magnifying glass is a white search bar with the text "Search..." written in a light gray font. The magnifying glass handle extends towards the bottom right corner of the slide.

Search...

**Domain Authority =
Website Rank = Traffic**

Websites with strong 'link authority' tend to rank well in voice search. In fact, the average Domain Rating of a Google Home result is 76.8.

Source: [Backlinko.com](https://www.backlinko.com)



24. Page authority

This is similar to domain authority however is the measure of authority of a particular page on a website and will indicate how well that page will rank in the SERPs.

25. Crawl errors

These are errors that can occur when a Google bot can't properly open your site or index your content which can negatively affect your rankings. It's vital that you track these errors often and correct any to ensure your content is still being displayed to those looking for it.

Content Marketing

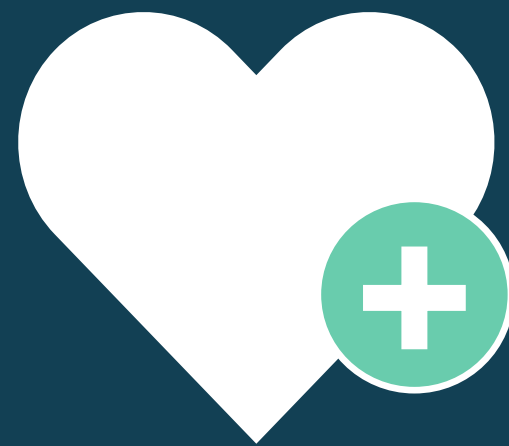
Content marketing generates over 3x as many leads as outbound marketing and costs 62% less

Source: demandmetric.com

Why You Need Content Marketing



**Keeps Reader
Attention**



**Improves Brand
Loyalty**



**Generates
Leads**



**Increases
Direct Sales**

26. Downloads

This will give you insight into the popularity of your content, as taking an action such as downloading shows an elevated level of interest. This will help you determine what types of content work well for your audience which is vital in shaping your content strategy going forward. Downloads are also a great tool to collect visitor emails so you can add them to separate mailing lists, target them with additional relevant content and nurture them with campaigns in the hope of future conversion.

27. Time on page

A page visit is great, but when someone stays on the page long enough to read an entire blog or fill out a form, this highlights that your content is high quality and engaging to your audience. The longer spent on a page the better. On average, a user spends 37 seconds on a page. Below 20 seconds is a red flag and anything in the 2-3 minutes range is considered very good.

28. Lead generation

For most companies, the role of content marketing is as a lead generation strategy, obtaining leads through forms and downloads. Keep an eye on the number of leads generated from each piece of content, and take the credit for that revenue if the deal closes.

29. Marketing qualified leads (MQL)

An MQL is a lead that has engaged with your company and could become a more serious prospect if you nurture the relationship. What is the point in producing meaningful content for it not to be consumed? If you don't track the amount of MQLs you are gathering from your content, then how do you know if the content is worthwhile?

45%

of marketers who leverage content marketing currently invest in infographics.

Of that 45% of marketers:

56%

call infographics their most effective marketing content type.

52%

plan to invest the same amount in infographics throughout the next year.

38%

plan to increase their infographic investments within the next year.

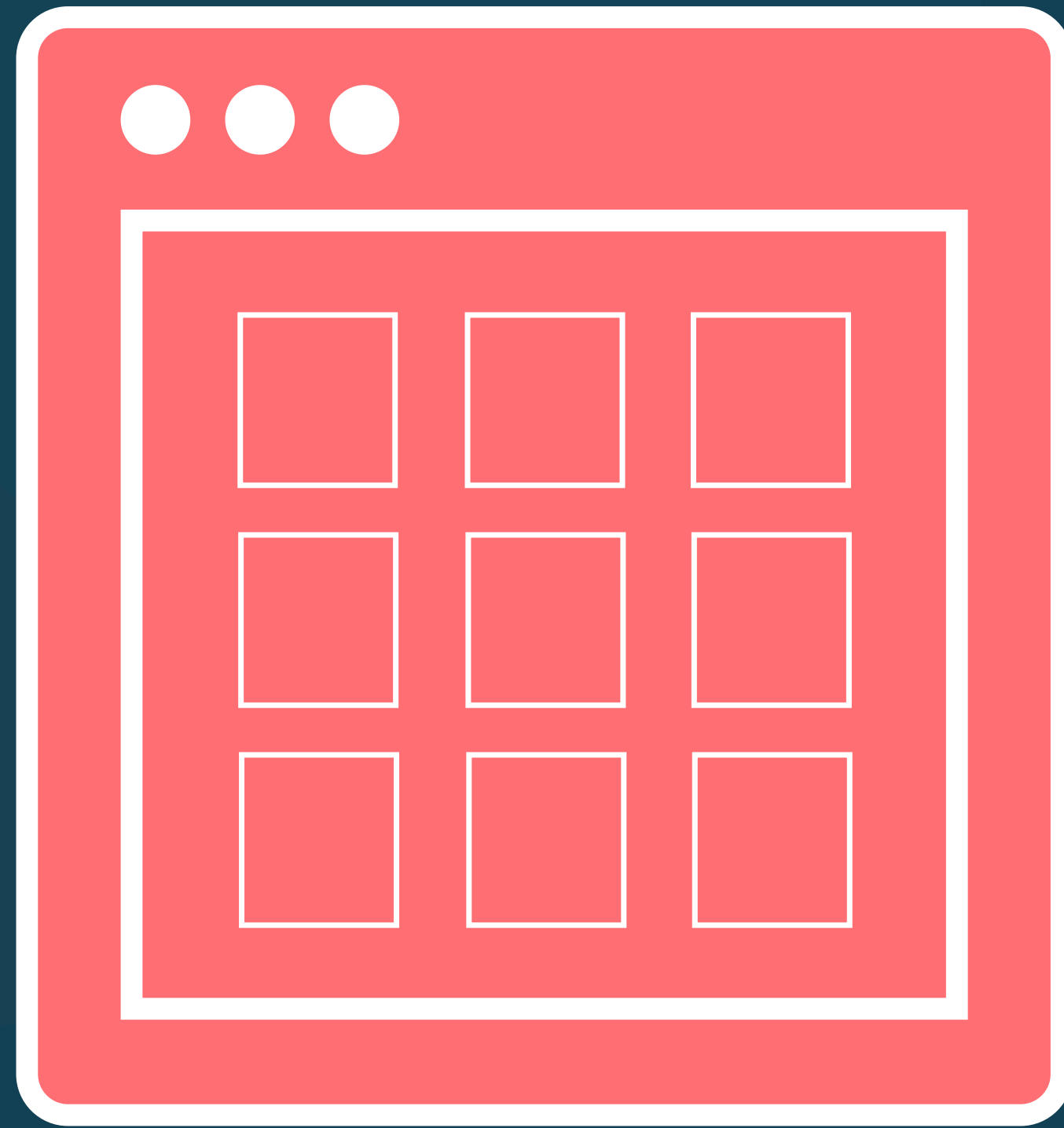
Source: [Hubspot.com](https://www.hubspot.com)

30. Cost per lead

The cost per lead indicates whether your marketing campaign is cost effective or not. A high number of leads with low cost per lead indicates that your campaign is working well, however if the cost per lead was to rise significantly then it might be worthwhile to consider whether to continue with the campaign or not.

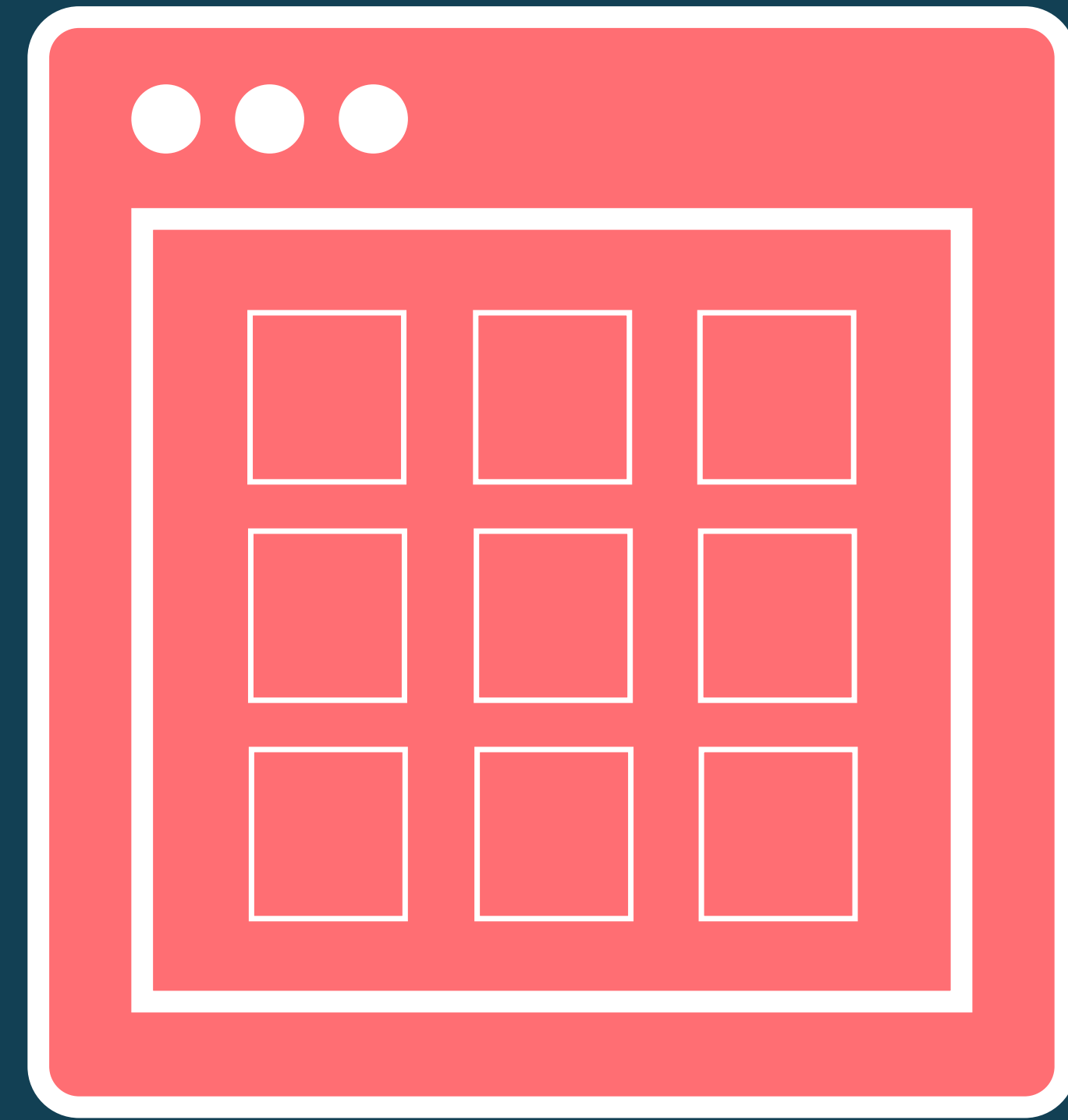
31. Backlinks

These are links redirecting traffic from an external website to your website, usually as a source of reference. This will reflect how popular your content is amongst other sites and the more backlinks you have, the higher Google will see your site as a reputable and trustworthy source, which in turn will help to improve your search engine rankings. The more backlinks a page has, the more traffic it gets from Google.



Website A

Site A has an external link to site B



Website B

Site B has a backlink to site A

32. Number of content pieces published

By creating a content calendar, you will be able to plan out what content you want to produce and promote weekly or monthly. Monitoring this will keep your team on track and highlight if content production is slowing down. The more relevant the content is that you produce, the higher the chances are of obtaining high quality leads. But remember, it's not just about quantity, quality is still very important!

33. Top viewed content



This highlights your most popular pieces of content and shows the pages that bring the most traffic to your site. This will help you determine which keywords perform best and what content is interesting to your audience which will help to shape the strategy of future pieces of content.

Paid Advertising

PPC generates twice the number of visitors compared to SEO.

Source: [Quicksprout](#)

34. Cost per acquisition (CPA)

CPA is defined as the price you will pay for every new lead during your campaign. This is measured by dividing the total amount spent during the campaign by the total number of conversions.

35. Cost per click (CPC)

This is the overall price you pay for each click during the campaign. This cost will depend on how your competitors are bidding on a particular keyword or audience. You can set up a maximum CPC at the keyword level, ad group level and campaign level to ensure you stick within your budget.



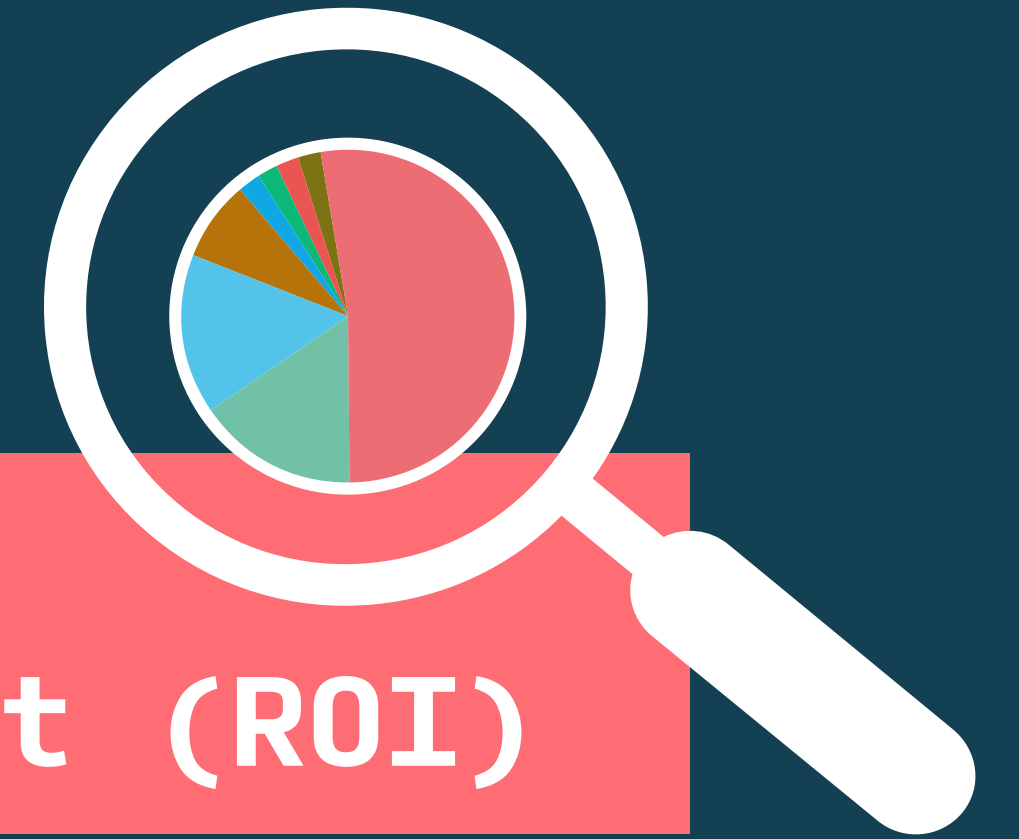
36. Click through rate (CTR)

The CTR measures the number of users that click on your ads and is one of the key metrics to measure the success of a PPC campaign. You want to aim to have a higher CTR than others in your industry for best results. A higher CTR results in a higher quality score which will ultimately help maintain the position of your ad on the search results page.



37. Return on Investment (ROI)

This is relatively self explanatory and reflects the costs generated by your PPC campaign, after subtracting any costs associated with the campaign. These costs aren't necessarily just the PPC costs themselves but could include costs needed to produce products and fulfill orders, salaries of those involved in setting up the campaign, even the domain hosting fees and cost of marketing automation software.



38. Impressions

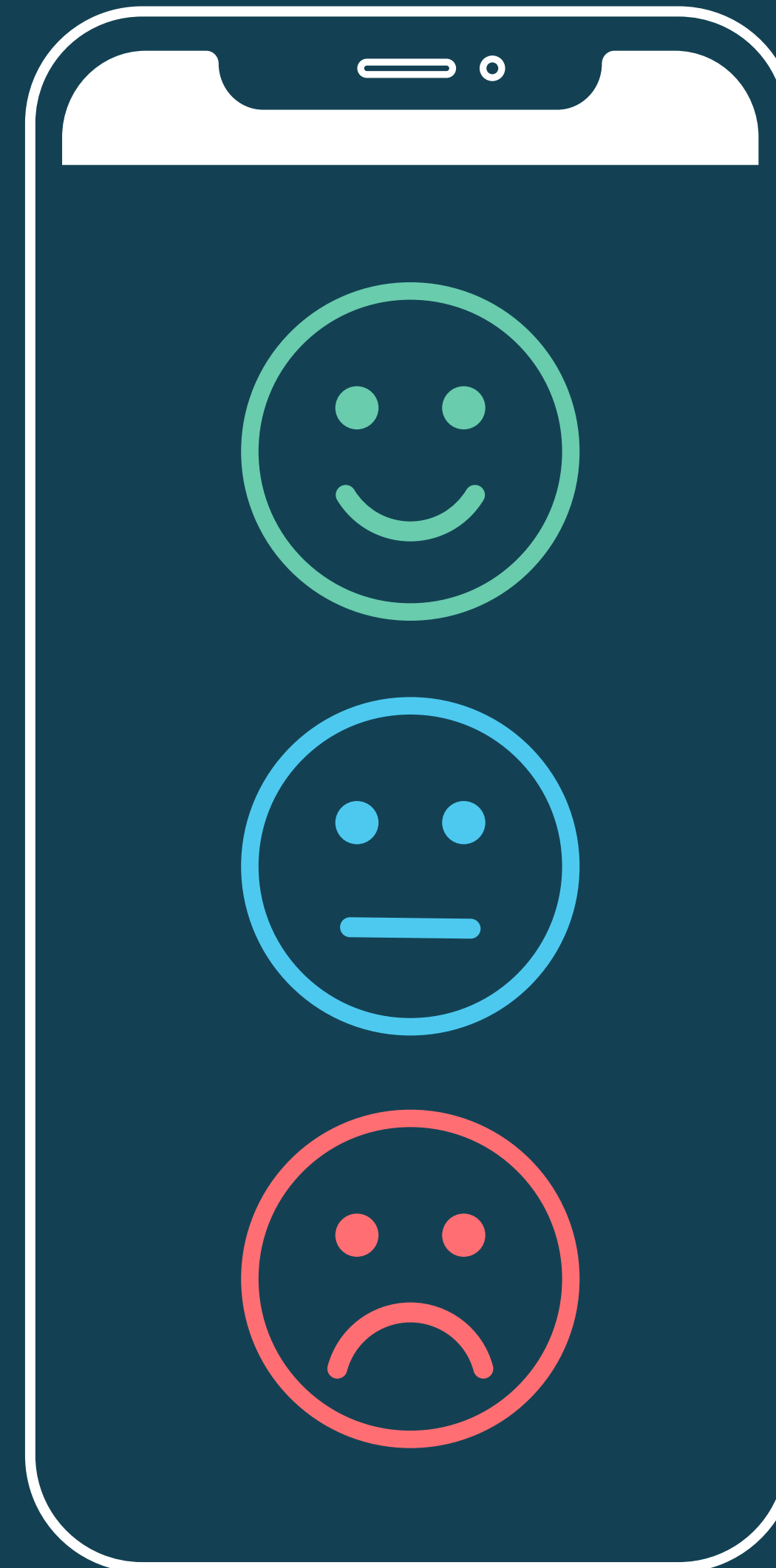
An impression is how often your ads are visible on search results pages or any PPC advertising platform. Similar to impressions on social media, when a user sees your ad, this is counted as an impression.

39. Impression Share

Once you are tracking impressions, looking at impression share will be even more useful. Impression share measures the impressions your ad received against the number of impressions it was eligible to receive, or against your competitors. For example, in Google Ads if you are receiving 20% of the impression share for a keyword, then your competitors are getting 80% of the share for the same keyword.

40. Quality score

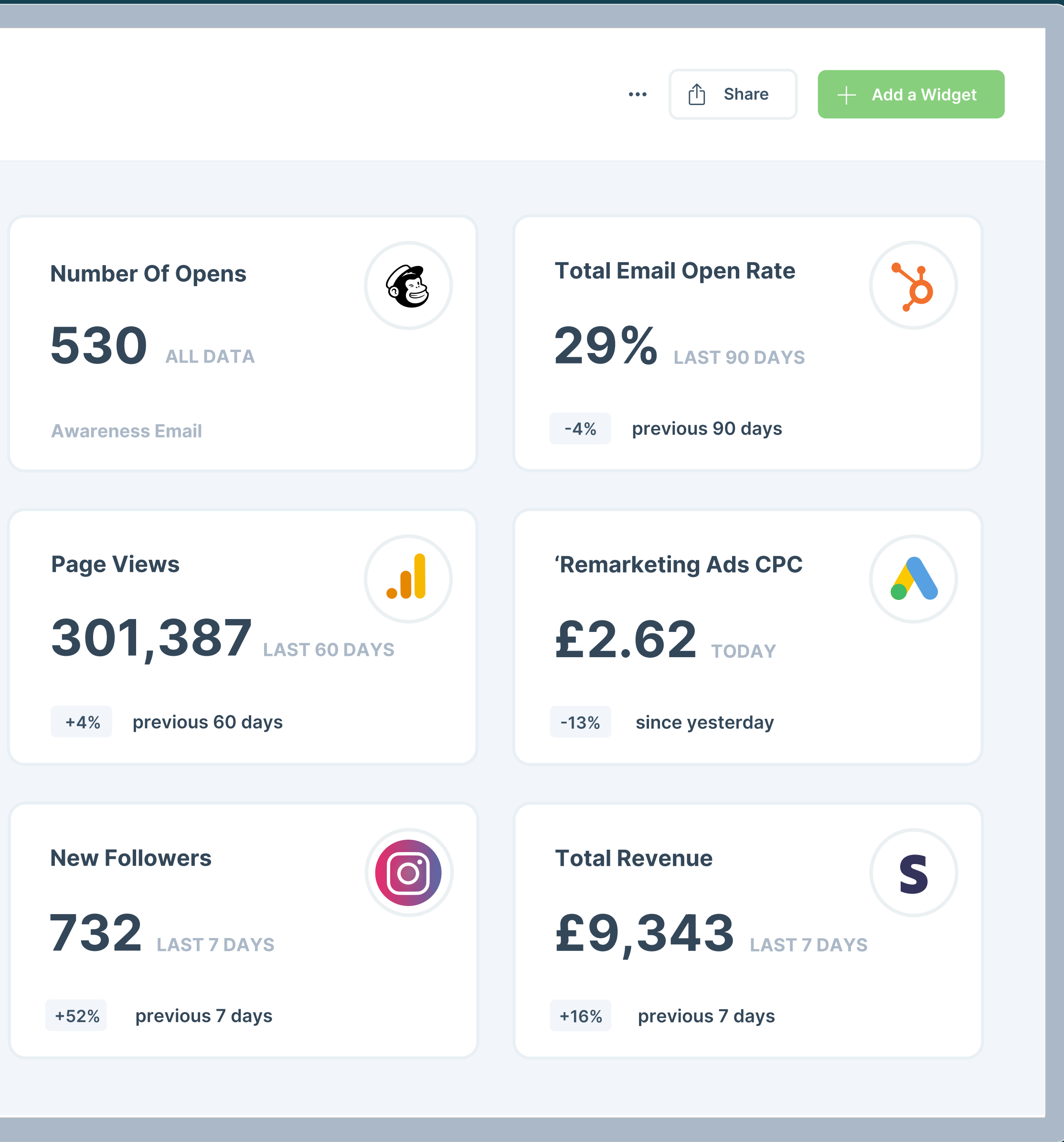
The quality Score is a rating given by Google for the quality and relevance of both your keywords and PPC ads. Quality score is rated on a 1-10 scale with anything above 7 being considered good.



Conclusion.

So there you have it. Our top 40 KPIs to track as a marketer. The overall goal of marketing is to acquire customers and increase the business' revenue. Armed with this guide, you can select the KPIs that will be most effective for your marketing campaigns and use these to reach your goals.

Whether you are using a CRM or Excel spreadsheet, integrating your KPIs from your various tools onto a cross-platform analytics dashboard can make a massive difference. Having real-time metrics, all in the one place, that update automatically, allows teams and individuals to improve progress and time spent on activities. Having a high-level overview of which metrics need improvements and which ones are performing well can free up valuable time, allowing you to work more efficiently.



Start your free trial to discover how Hurree can transform your Marketing KPI reporting with one simple view of all your data.

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