

Awareness Metrics

Purpose: Measure reach, visibility, and audience exposure.

- **Impressions**

Formula: Total views of your ad/content

Benchmark: N/A

Why It Matters: Tracks total reach and visibility.

- **Impression Share (Share of Voice)**

Formula: $(\text{Your Impressions} \div \text{Total Eligible Impressions}) \times 100$

Benchmark: Aim for >50%

Why It Matters: Shows your share of search/display visibility.

- **Frequency**

Formula: $\text{Total Impressions} \div \text{Reach}$

Benchmark: 2–5 per week

Why It Matters: Indicates how often your audience sees your ads.

- **Clicks**

Formula: Total number of ad clicks

Benchmark: Varies by channel

Why It Matters: Measures ability to drive traffic.

- **Click-Through Rate (CTR)**

Formula: $(\text{Clicks} \div \text{Impressions}) \times 100$

Benchmark: Search Ads: 3–6% | Facebook Ads: 0.8–1.5%

Why It Matters: Measures ad relevance and audience interest.

- **Organic Visitors**

Formula: Website visits from organic search

Benchmark: Varies

Why It Matters: Indicates SEO performance.

- **Keyword Position**

Formula: Average ranking of target keywords

Benchmark: Top 3 positions

Why It Matters: Higher positions lead to more organic traffic.

Engagement Metrics

Purpose: Track how prospects interact with your content before converting.

- **Chats Started**

Formula: Count of initiated conversations

Benchmark: Campaign-specific

Why It Matters: Shows lead interaction level.

- **Marketing Qualified Leads (MQLs)**

Formula: Leads meeting marketing criteria

Benchmark: Varies

Why It Matters: Measures quality of generated leads.

- **Email Open Rate**

Formula: $(\text{Opens} \div \text{Emails Sent}) \times 100$

Benchmark: B2B: 20–30% | B2C: 15–25%

Why It Matters: Indicates subject line and targeting effectiveness.

- **Email Click-Through Rate (CTR)**

Formula: $(\text{Clicks} \div \text{Opens}) \times 100$

Benchmark: 2–5%

Why It Matters: Measures engagement within email content.

- **Video Plays**

Formula: Count of video starts

Benchmark: Varies

Why It Matters: Shows initial interest in video content.

- **50% Video Completion**

Formula: $(\text{Views to 50\%} \div \text{Total Plays}) \times 100$

Benchmark: Varies

Why It Matters: Indicates partial engagement with video.

- **90% Video Completion**

Formula: $(\text{Views to 90\%} \div \text{Total Plays}) \times 100$

Benchmark: Varies

Why It Matters: Indicates strong engagement with video.

Conversion Metrics

Purpose: Measure effectiveness at turning interest into leads or sales.

- **Total Leads**

Formula: Count of captured leads

Benchmark: Varies

Why It Matters: Tracks lead generation volume.

- **Cost per Lead (CPL)**

Formula: Total Spend ÷ Leads

Benchmark: \$20–\$150 (varies by industry)

Why It Matters: Measures lead acquisition efficiency.

- **Cost per MQL**

Formula: Total Spend ÷ MQLs

Benchmark: Varies

Why It Matters: Tracks cost efficiency for qualified leads.

- **Sales Qualified Leads (SQLs)**

Formula: Leads meeting sales criteria

Benchmark: Varies

Why It Matters: Indicates readiness to purchase.

- **Cost per SQL**

Formula: Total Spend ÷ SQLs

Benchmark: Varies

Why It Matters: Measures cost efficiency in producing

sales-ready leads.

- **Add to Cart**

Formula: Count of “Add to Cart” events

Benchmark: Varies

Why It Matters: Shows purchase intent.

- **Average Order Value (AOV)**

Formula: Total Revenue ÷ Number of Orders

Benchmark: Varies

Why It Matters: Increasing AOV boosts revenue without new customers.

- **Upsell Take Rate**

Formula: (Upsell Purchases ÷ Total Orders) × 100

Benchmark: 10–30%

Why It Matters: Increases per-customer profitability.

- **Bump Offer Take Rate**

Formula: (Bump Purchases ÷ Total Orders) × 100

Benchmark: 5–15%

Why It Matters: Adds incremental revenue.

- **Conversions**

Formula: Count of completed conversion actions

Benchmark: Varies

Why It Matters: Core measure of success for campaigns.

KPI Cheat Sheet

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- **Conversion Rate**

Formula: $(\text{Conversions} \div \text{Visitors}) \times 100$

Benchmark: 2–5% (avg)

Why It Matters: Measures funnel efficiency.

- **Cost per Conversion**

Formula: $\text{Total Spend} \div \text{Conversions}$

Benchmark: Varies

Why It Matters: Tracks cost efficiency of each conversion.

- **Sales**

Formula: Number of closed deals/orders

Benchmark: Varies

Why It Matters: Tracks direct revenue-driving actions.

- **Revenue per Conversion**

Formula: $\text{Total Revenue} \div \text{Conversions}$

Benchmark: Varies

Why It Matters: Shows profitability per sale.

- **Return on Ad Spend (ROAS)**

Formula: $\text{Revenue} \div \text{Ad Spend}$

Benchmark: 3–5x

Why It Matters: Measures advertising profitability.

Retention Metrics

Purpose: Track long-term customer value and repeat purchase behavior.

- **Lifetime Value (LTV)**

Formula: Avg Purchase Value × Purchase Frequency × Retention Period

Benchmark: Industry-dependent

Why It Matters: Shows long-term customer revenue potential.

- **Customer Value at Day 30/90/180**

Formula: Revenue from customer at specific days after acquisition

Benchmark: Varies

Why It Matters: Measures short-term value after a customer is acquired.

The Numbers Don't Lie — But They Won't Change Themselves

If these KPIs opened your eyes to where the money is leaking (or where the hidden profits are hiding), then you've just been handed the roadmap. The next move is yours.

At Edgewood Solutions, we don't just track numbers — we turn them into predictable growth. The sooner you act, the sooner your leads, conversions, and revenue start climbing... and every day you wait is a day your competitors pull ahead.

Call Edgewood Solutions today at (501) 270-6890 or reach out at TheEdgewoodSolution.com and let's turn your KPIs into real, bankable results.