

23 MOST IMPORTANT MARKETING METRICS



KEY PERFORMANCE INDICATORS

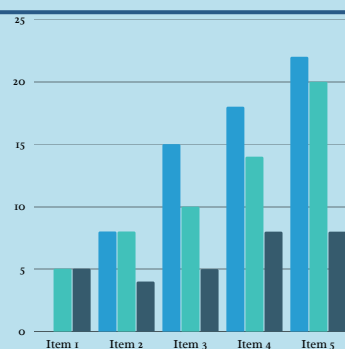


1. SALES EFFECTIVENESS

- > Market Share
- > Sales Revenue
- > Sales Growth
- > Customer Lifetime Value
- > Customer Acquisition Cost
- > Cost Per Lead Acquisition
- > EBIT Margin

2. PRODUCT PRICING INDICATORS

- > Gross Profit Margin
- > Break Even Point
- > Price Elasticity of Demand
- > Contribution Margin Ratio
- > Margin of Safety



3. PROMOTION EFFICIENCY

- > Conversion Rate

4. BRAND METRICS

- > Market Share
- > Sales Revenue
- > Sales Growth
- > Customer Lifetime Value
- > Customer Acquisition Cost
- > Cost Per Lead Acquisition
- > EBIT Margin



5. DIGITAL MARKETING METRICS

- > Bounce Rate
- > Avg. Session Duration
- > Landing Page Conversion Rate
- > Click Through Rate (CTR)
- > Cost Per Click (CPC)
- > Cost Per Acquisition

6. BUDGET METRICS

- > Marketing Budget Ratio (MER)
- > Staying in Budget

