



Mentor Pods

GROUP COACHING. INDIVIDUAL FOCUS.

50 MARKETING KPIs

Brand Awareness & Reach KPIs

1. **Website Traffic** = Total number of visitors to your website
2. **Unique Visitors** = Number of distinct users visiting the website
3. **Page Views per Visit** = Total page views / Total visits
4. **Bounce Rate** = Percentage of visitors who leave after viewing one page
5. **Average Time on Page** = How long a visitor stays on a specific page
6. **Social Media Followers** = Total number of followers across platforms
7. **Social Media Engagement Rate** = (Likes + Shares + Comments) / Total Followers
8. **Impressions** = Number of times content is displayed
9. **Brand Mentions** = How often your brand is mentioned online
10. **Customer Sentiment** = Analyzing social media and review feedback

Lead Generation KPIs

11. **Lead Conversion Rate** = (Number of Leads / Total Visitors) x 100
12. **Cost per Lead (CPL)** = Total Marketing Spend / Number of Leads
13. **Marketing Qualified Leads (MQLs)** = Leads deemed more likely to convert
14. **Sales Qualified Leads (SQLs)** = Leads deemed ready for sales engagement
15. **Form Conversion Rate** = (Form Submissions / Total Visitors) x 100
16. **Click-Through Rate (CTR)** = (Total Clicks / Total Impressions) x 100
17. **Cost per Click (CPC)** = Total Ad Spend / Total Clicks
18. **Landing Page Conversion Rate** = (Landing Page Conversions / Visitors) x 100
19. **Email Signups** = Number of new subscribers from marketing efforts
20. **Referral Traffic** = Website traffic driven by external sources

Email Marketing KPIs

21. **Open Rate** = (Emails Opened / Emails Sent) x 100
22. **Click Rate** = (Emails Clicked / Emails Opened) x 100
23. **Unsubscribe Rate** = (Unsubscribes / Total Emails Sent) x 100
24. **Email List Growth Rate** = (New Subscribers - Unsubscribes) / Total Subscribers x 100
25. **Email Deliverability Rate** = (Delivered Emails / Sent Emails) x 100

Social Media KPIs

- 26. **Engagement Rate per Post** = (Total Engagements / Total Posts) x 100
- 27. **Follower Growth Rate** = (New Followers / Previous Followers) x 100
- 28. **Shares & Retweets** = Number of times content is reshared
- 29. **Social Media Clicks** = Clicks on links from social media posts
- 30. **Hashtag Performance** = Reach and engagement from branded hashtags

Content Marketing KPIs

- 31. **Blog Traffic** = Number of visitors to blog content
- 32. **Content Shares** = Number of times content is shared on social media
- 33. **Time Spent on Content** = Average time spent on blog articles or videos
- 34. **Video Watch Time** = Total time users have spent watching videos
- 35. **Content Engagement Rate** = (Likes + Comments + Shares) / Total Content Views

Advertising & Paid Media KPIs

- 36. **Return on Ad Spend (ROAS)** = Revenue from Ads / Cost of Ads
- 37. **Cost per Acquisition (CPA)** = Total Ad Spend / Number of Conversions
- 38. **Ad Click-Through Rate (CTR)** = (Ad Clicks / Ad Impressions) x 100
- 39. **Cost per Thousand Impressions (CPM)** = (Total Ad Spend / Impressions) x 1000
- 40. **Conversion Rate from Ads** = (Ad Conversions / Ad Clicks) x 100

Customer Retention & Loyalty KPIs

- 41. **Customer Retention Rate** = [(Customers at End of Period - New Customers) / Customers at Start of Period] x 100
- 42. **Customer Lifetime Value (CLV)** = Average Revenue per Customer x Customer Lifespan
- 43. **Net Promoter Score (NPS)** = Measuring customer satisfaction and likelihood of referral
- 44. **Repeat Purchase Rate** = (Repeat Customers / Total Customers) x 100
- 45. **Churn Rate** = (Lost Customers / Total Customers) x 100

Sales & Revenue KPIs

- 46. **Marketing ROI** = (Revenue from Marketing - Marketing Cost) / Marketing Cost x 100
- 47. **Sales Growth Attributed to Marketing** = (Marketing-Sourced Revenue / Total Revenue) x 100
- 48. **Average Order Value (AOV)** = Total Revenue / Number of Orders
- 49. **Customer Acquisition Cost (CAC)** = Total Marketing Spend / Number of New Customers
- 50. **Revenue per Lead** = Total Revenue / Number of Leads

