



# Measuring Success

# MEASURING SUCCESS

## *What should you measure?*

Time Spent on site

Number of pages visited

Bounce rate

Range of landing pages

Ratio of organic searches/direct & referrals

Popularity of Pages

Social Media

Followers/engagement

Click throughs

Number of Shares

Brand Mentions

Comments



# EXAMPLE MEASURES

Example measures

**Reach:** Unique visitors

% of visits from non-brand search terms

Number of Followers

Reach - entered their screen

**Convert:** Bounce rate

Time spent on site

Number of pages

Social clickthrough

Conversion rate

Range of landing pages

**Engagement -**

Repeat visits

LTV

Comments, shares, likes

Click throughs

<https://www.facebook.com/insights>

<https://www.invespcro.com/blog/the-average-website-conversion-rate-by-industry/>

Conversion Rates	Q4 2015	Q1 2016	Q2 2016	Q3 2016	Q4 2016
Global	3.26%	2.94%	2.76%	2.46%	2.95%
US	3.24%	2.89%	2.72%	2.44%	3.00%
UK	5.24%	5.01%	4.64%	4.35%	4.45%

What's a Low Conversion Rate?

Assuming relatively qualified traffic...

< 1.5-2%  
B2C ecommerce

< 3-5%  
Email Signup

< 0.5-1%  
B2B SaaS

< 1.5-2%  
Software Free Trial

< 4-5%  
Free App Install

< 2-3%  
Free Account Signup

# KEY MEASURES

<b>Reach</b> Awareness & visits	Unique visitors	Bounce rate	Revenue per visit	n Searches % Brand
<b>Act</b> Interaction & leads	nLeads	% Conversion to lead	Goal value per visit	Page views/visit
<b>Convert</b> Sales & profit	nSales	% Conversion to sale	Sales value	Average order value
<b>Engage</b> Loyalty & advocacy	% Active customers	% Customer conversion	% existing sales value	n Brand mentions
	Volume	Quality	Value	