HANDBOOK FOR DATA-DRIVEN MARKETERS: KPIs

Becoming Data-driven: 17 Marketing KPIs Explained

nexoya

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Acknowledgements

Marketing KPIs Handbook for Data-driven Marketers is a collective effort made by nexoya's team: marketers, customer success lead, and a co-founder.

At nexoya, when we onboard new clients we want to make sure that the data-driven journey goes as smoothly as possible. Therefore we developed a customer onboarding playbook, where we ask essential questions to the customer to make sure they have a smooth introduction in the world of marketing KPIs, performance metrics, and marketing analytics.

Don't understand us wrong, most customers already have in depth understanding of their KPIs and metrics of the platforms. But after getting all KPIs in one place, many possibilities arise but also new challenges and questions. In the next couple of sections we want to show you how we help our customers to go through this journey.

We are grateful to all of our team, with whom this amount of knowledge wouldn't be gathered here. Thank you Olga Zhukova, Leila Pakkanen, Delphine Roth, Peter Gruber, Marco Hochstrasser, and Lauren Brudermann.

Introduction

Creating a data-driven culture in our work environment can be tough at times. This way of thinking is more than only technical, it has to be adopted by peers on a cultural level too. At nexoya, we want to reverse trends and allow companies with no particular data backgrounds to insert this technical way of using data into their decision-making process and overall work culture.

To do so, we have a clear goal: helping marketers become more data-driven. And here is how we do it:

1. We bring transparency and clearness in their everyday data challenges
2. We apply artificial intelligence to let them find opportunities

To help our customers get a clear understanding of what each KPI does and means, we started collecting and gathering detailed information about each of the KPIs of the providers we integrate for almost 3 years now. We got great feedback (🎉) from our customers when we started publishing these results within our app and decided that these resources should be available publicly to everyone - this is where this ebook started!

Our e-book **"Marketing KPIs Handbook for Data-driven Marketers"** provides a list of the most important KPIs, why they are useful and how they will help you look at your marketing campaigns from a more analytical perspective. **Marketing KPIs** or **Key Performance Indicators** are goals that help you to track and measure success. **KPIs** are a useful way for marketing teams to set expectations, as they are quantifiable.

What are marketing KPIs, and why do we need to monitor them?

Today, in the era of digital transformation the value of new technologies and innovations is increasing. Many companies are eager to get more insights and become more data-driven as it has been proved that this will make you more successful - **"executive teams that make extensive use of customer data analytics across all business decisions see a 126% profit improvement over companies that don't."**[1] As a result, companies are starting to pay closer attention to their metrics and marketing KPIs.

We try not to add too many "buts" in this book, but this one is valid, and this is not as easy as it sounds. It gets increasingly difficult to compare marketing KPIs from the different channels and platforms, because each one slightly changes the meaning of their KPI to be more specific on the results.

Therefore, nowadays, having an in-depth understanding of KPIs as well as KPI tools have become an essential part of the marketing arsenal. Indeed, modern KPI tools allow you to collect, group, organize the data, and visualize the company's marketing performance, get more insights about the data, automate, and optimize marketing processes.

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[1] McKinsey Survey on customer analytics, 2014

How to read this book

This book contains a condensed list of the most used digital marketing KPIs we encountered in the last 3 years. We would like you to use the resources we are providing you to measure, track, and analyse your KPIs. To do so, you will come across two of our beliefs that we would like you to implement in your work culture:

EDUCATION

Measuring your achievements concerning your objectives allows you to share information and get everyone on the same track. Goals help fuel conversations and make meetings more actionable. As you have concrete data and deliverables to discuss.

AUTONOMY = RESPONSIBILITY

People need autonomy in the workplace. The use of relevant indicators goes in this line: making them become more responsible. This makes them feel involved and committed to generating the best possible results.

In the first section of this book, we will give you a short introduction on selecting your digital marketing KPIs wisely. Also, we provide you with a "map" on where each KPI fits into the customer journey. In the second part of this book, you will be introduced to all the KPIs, ordered by their best-fitting level in the customer journey. This book is intended to be used as an intro to KPIs and a glossar.

CHAPTER 1: CHOOSING YOUR KPIS

First and foremost, the question is what are the right KPIs to choose. After a normal onboarding of a customer, we usually gather 1-2 Million data points of all systems to work with - so there is plenty. Therefore it is significantly important to focus on what's relevant when defining your KPIs.

- ☑ What are your objectives?
- ☑ What results do you want to achieve?
- ☑ How will you measure your KPIs' progress?

1 Ensure the relation between your KPIs and strategic goals

Before setting up your KPIs make sure they are linked to your strategy and your desired goals. This way by tracking KPIs you can ensure a clear focus on the company's main goals.

2 Define maximum 3-5 KPIs per strategic goal

Remember that it's better to focus on 3-5 main goals and get ahead in those areas than trying to achieve 20. Moreover, make sure that not all of your KPIs depend on external factors. You can also define 3-5 KPIs per campaign - but whenever you look at a specific scope, it is important to have a clear set of KPIs to achieve.

3 Make sure you focus on results

When setting up your KPIs ensure that they are focused on desired results, not the process. Ask yourself: "What KPI would indicate the success of the strategy?". By tracking KPIs that are focused on concrete outputs you increase your chances of achieving strategic goals.

4 Define KPIs using SMART & KISS criteria

Make sure your KPIs are clearly measurable and simple to use. Especially the 2nd we would like to facilitate. It is very important to select simple KPIs especially as you start off. Do not jump on combinations of KPIs or your own indexes before mastering the simple results and knowing what drives KPIs. You can relate to these two easy mnemonics:

Specific

Measurable

Achievable   *And also important →*

Realistic

Time-limited

Keep

It

Simple &

Stupid

5 Define responsibilities

Make sure you have someone responsible for each KPI. This way you will ensure a better dedication and higher quality of results.

6 Repeat

What we mean by that, it is essential to challenge the KPIs you defined on a regular basis. We usually propose to challenge them at least every ½ a year or even every quarter when you start. This can be achieved with easy questions such as:

1 What do we want to achieve?
2 How do my KPIs answer this question?
3 What KPIs would answer this question better?

The more experienced you get with handling your KPIs, the more stable your KPI framework will become. Nevertheless, some crucial rules need to be considered while defining and measuring KPIs.

Let us have a look at the most common mistakes people tend to make when tracking KPIs.

Seven mistakes people make when tracking KPIs

1 Vaguely defined KPIs

As it was mentioned above, tracking KPIs is vital for business, because it helps to estimate how successful the company is at achieving its goals. If your KPIs are not specific enough or defined too general (e.g., increase in profit, decrease in churn rate, etc), it cannot be measured, and as a result, it loses all its value.

For example: "Increase conversion rate by 10% within the next three months" or "Increase return on ad spend (ROAS) by 40% during the next two months." Think about which KPIs you would consider as indicators of success.

2 Tracking too many KPIs

Another mistake is tracking "everything that moves". Although it may sound very harmless, this common mistake may play a dirty trick of your business performance results. By trying to succeed in many aspects at the same time, you lose drastically in the performance quality. As a result, instead of being the best in essential parts, the company is average at all of them by having low or middle performance. As a result, tracking KPIs that are not relevant to your primary goals will not add any value – quite the contrary.

3 The majority of KPIs are highly depending on the external factors

The recent pandemic reminded us of how unpredictable and unexpected the external environment can be. Indeed, external factors have a great influence on the conditions in which the business operates in. Since we cannot control these external factors, we cannot rely only on those KPIs that extremely depend on them. Tracking KPIs that are thoroughly dependent on external circumstances make your strategy weaker. Hence, make sure that you have KPIs that can measure your performance in your KPI-set regardless of external factors.

4 No responsibilities defined

It is important to define a person or a team who will be responsible for achieving each KPI. By doing this the process of tracking KPIs will be much easier. Otherwise, by skipping this step you risk getting poor results' quality. Make sure you define a KPI owner, who will be responsible for achieving the defined target and tracking the KPI.

5 Focus on the process, not results

Companies often forget about the main purpose of tracking KPIs by focusing on the process rather than the result itself. While as it was previously mentioned KPI is the metric that shows how successful your company is at reaching the strategic goals. Therefore, it is crucial that KPIs help you to focus on the desired results.

KPIs' purpose is to keep you motivated and focus on reaching the defined strategic goals. The more specific you set this goal and KPI, the more effective your team will be at achieving it. By tracking KPIs that are not focused on concrete results you risk having poor performance.
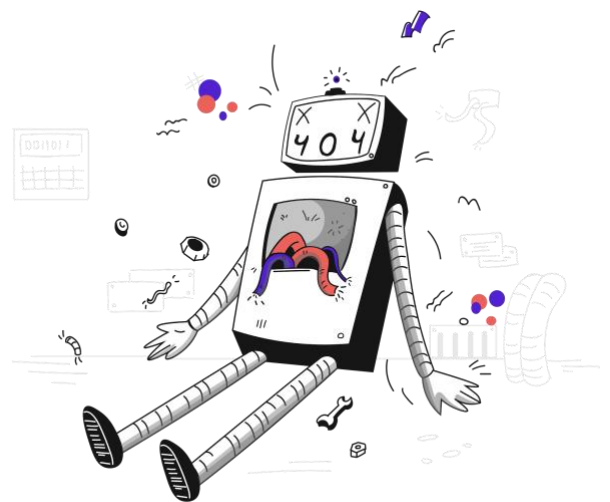
6 No link between strategic goals and KPIs

Another common mistake that people tend to make when setting up KPIs is to define KPIs that have no connection between KPIs and current strategic goals. In this case, KPI loses its value and can be considered irrelevant. As a result, you simply lose your time by tracking these KPIs.

Hence, to be effective make sure you have a strong relation between your strategic goals and KPIs. By ensuring this alignment you increase your chances of success.
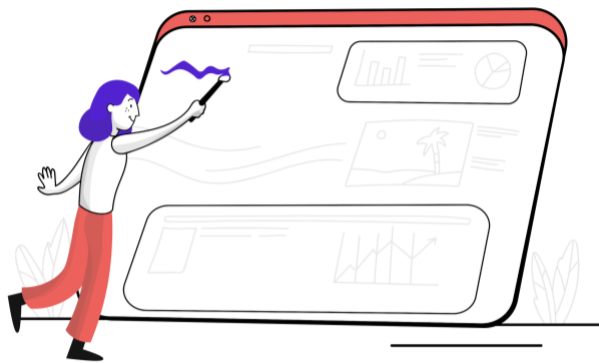
7 Measuring the same KPIs as other companies

This issue is strongly related to the previous point. It may seem tempting to simply copy KPIs that the majority of companies in your industry are tracking. It seems especially rational to copy the same KPIs as your benchmark.

However, although certain KPIs are crucial to track regardless of the business strategy (for example, five must-track marketing KPIs), it is always important to define those KPIs that would be tailored to your strategy. These KPIs will be your special indicators of success.

By blindly copying KPIs that other companies have without checking them with your strategy you risk tracking something that is not important for you at all. Make sure you are tracking KPIs that are related to your specific case.

Customer Journey

To navigate the marketing KPIs, we would like to spend some time on the topic of a customer journey as we believe this is crucial to layout and create your own KPI framework.

Understanding your customers' behavior at each stage of the Customer Journey is one of the most crucial success factors that many companies forget about. Indeed in today's fast-moving world, in an attempt to automate more and more processes, cut costs and increase ROI, many companies fail their main judgement. The customer who is regularly bombarded with a number of similar ads and emails.

As a result, companies risk losing any chance of getting through to their potential customers by providing poor customer experience and a low personalization level. While recent studies show that 86% of users are willing to pay more for an excellent customer experience.

According to Econsultancy, 50% of organizations have either little or no understanding of their customer journey. While getting more insights about your customers' expectations and experience at each stage of their interaction with your company is a prerequisite of creating a great customer experience.

In this chapter, we will talk about the Customer journey framework and the KPIs you need to pay attention to at each stage of your customer journey map.

What is Customer Journey?

It is an entire experience your potential customer has with your brand from when he first sees your brand, website, or ad until he starts recommending your brand to his peers. In other words, Customer Journey implies all customer interactions with the company, including all the touchpoints on various channels throughout every stage of the customer lifecycle.

While having a wide range of communication channels, companies often forget to align each activity with their customer journey: for example, using different messaging and channels depending on the stage of the Customer Journey. As a result, this leads to a disconnected and, therefore, poor customer experience.

It's important to highlight that as a company, you cannot map your Customer's Journey based on your assumptions without asking your customers first. You simply cannot read their minds.

Therefore, the best way to map your Customer Journey is to talk to your existing customers. It is important to understand how their decision-making process looked like when they decided to buy your product: which channels they used, which messaging they were more attracted to, which factors they were paying attention to at each stage of the Customer Journey. You can only answer these questions by getting to know your customers and their needs and expectations at each stage of their journey.

There are different approaches on how to define phases within the Customer Journey. Some of the approaches focus only on the steps before the user converts. While some of them also consider activities that happen after the decision about the purchase was made. In general, there are four main stages of the Customer Journey: **Awareness, Interest, Consideration and Action.**

Why is understanding the Customer Journey crucial in digital marketing?

1 **Understanding your customer's decision-making process**
The Customer Journey helps you get more insights about your customer's behaviours and habits at each stage of Customer Journey.

2 **Possibility to provide great customer experience**
By understanding your customers at each stage of their Customer Journey you have a great chance to provide a flawless customer experience.

3 **Understanding which channels are important at which stage**
A customer Journey map also allows you to see which channels are the most crucial at each phase. By using these channels you increase your chance to get qualified leads and conversions.

4 **Opportunity to create a perfect messaging**
By understanding your Customer Journey you can tailor the messaging to the customer's expectations at each stage, highlighting the most important factors.

5 **Opportunity to provide a high level of personalization**
By learning more about your Customer Journey you can provide a more personalized customer experience. By doing so you increase your chances of conversion.

6 **Understanding your customers' pain points**
A customer journey map can help you to get valuable insights into common customer pain points and the potential ways to improve those.

7 **Strategy improvement**
Customer Journey helps to monitor the strategy's effectiveness and define the gaps between your customer's expectations and reality.

Overview of the Marketing Funnel and KPIs

Impressions, Reach, Organic Traffic & Referral Traffic

Users, Visits, Sessions, Views & Video Views

Clicks, Likes, Comments, Followers, Engagement & Video Actions

Conversions & Costs

AWARENESS

INTEREST

CONSIDERATION

CONVERSION
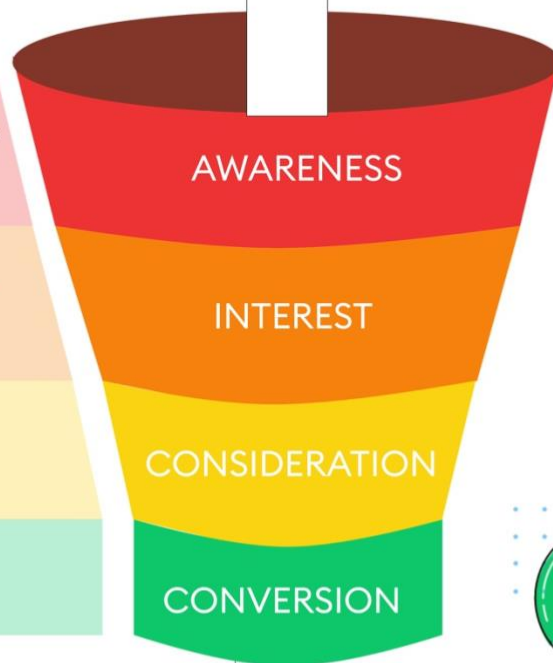
CHAPTER 2: AWARENESS

The very first stage of the Customer Journey is Awareness. At this stage, your potential customers are aware that they have a specific need or problem they need to solve. It can also be the other way around when the customer realizes his need or a problem after seeing the ad that resonates with him. At this point, they start researching the information on the topic and seeking to find the answer to their questions.

Example:
You are not satisfied with your mobile provider and want to change it. You start to google and check out the websites of different providers, different articles on the topic (e.g., ratings of the best providers in your country), consult with friends and colleagues.

Since at this stage of the customer Journey the potential customer becomes aware of the problem and start researching more information about the topic, the following Awareness KPIs are important to track:

1 Impression

2 Reach

3 Organic Traffic

4 Referral Traffic

Impressions

Impression - *the metric that shows an estimation of how many times a specific content was displayed on a website, search engine result page (SERP), or social media regardless if it was clicked or not. In other words, Impressions represent how often in total your content is loaded.*

Depending on which platform you use, this metric can have alternative names such as Impression Count (Twitter) and Media Impressions (Instagram).

Note: Reach is related to impression but tells you the amount of "unique impressions" you had.

Why you should always track Impressions

Impressions monitoring is crucial in digital marketing, especially for companies that want to build solid brand awareness.

The main purpose of tracking this metric is to measure the visibility of your content. If you want to increase your brand awareness, you need to increase the number of impressions.

Moreover, by tracking impressions you can get valuable insight about the potential of a specific keyword, ad or visual displayed.

Common variations of Impressions

METRIC	DESCRIPTION	PLATFORM
Organic Impressions	The number of times your unpaid media content is displayed (e.g., in the newsfeed or on SERP).	Linkedin, Facebook, Twitter, Instagram, Google Analytics
Paid Impressions	The number of times your paid content is displayed.	Linkedin, Facebook, Instagram, Google Ads
Impression Share	The proportion of actual impressions that the ad obtained compared to the estimated number of impressions that this ad could get. Impression Share are calculated by using this formula: **Impression share = impressions / total eligible impressions**	Google Ads
Top Impression Share	The percentage of the ad impressions displayed at the top position in SERP or on the websites.	Google Ads
Active View Impression	Impressions that were viewed by a user. The definition of the viewable impression depends a lot on the ad format. (known as Active View Measurable Impression or Viewable Impressions)	Google Ads
Unique Impressions	The number of people who saw your ad, regardless of how many times they viewed it. (known as an approximate unique impression)	Google Ads
Average Impressions per User	The calculation of the frequency content is shown to the same user. It gives insight into how many times the same user saw your content. Calculated by: **Avg impressions per user = impressions/total reach** (known as Frequency)	Google Ads

How can tracking Impressions help you become more data-driven?

By tracking impressions of your ad and content you can better understand which platform works better.

It is important to keep an eye on this metric, especially if you aim to establish your brand awareness: the higher the metric is the broader audience reach you will get. If the number of organic impressions is too low, you need to optimize your content using relevant SEO techniques.

Suppose the number of paid impressions is too low. In that case, you need to reconsider the format, content of your ad, retargeting, or your budget. AB testing can help you to estimate which ad works better.

Additional information about Impressions

1. Find out what the difference between Reach and Impressions is
2. Read about ways of improving your brand awareness with impressions marketing
3. How to improve your impression share? Find useful guidelines in this article
4. Learn more about useful SEO tactics to increase organic impressions

Reach

Reach – total number of people who have seen your content.
This metric is often confused with another important marketing metric – Impressions.

Reach vs Impression

Reach indicates an approximate estimation of how many unique users have seen your content. At the same time, Impressions is the metric that shows an approximate estimate of how often in total, your content was loaded, potentially to the same person twice.

It is essential to understand that on different platforms the definition of Reach can vary. Let us have a look at some examples.

Reach on Facebook & Instagram
Reach – number of individuals who saw your content at least once.

Reach on LinkedIn
There are two metrics – impressions and uniques. These metrics indicate the same as Reach on other platforms.
Impressions - how many times the content was seen in total.
Uniques - how many unique users have seen the content.

Reach on Twitter
Twitter defines two types of Reach: potential and actual.
Potential Reach – how many unique users your content potentially could have reached if it would reach all the people in your target audience.
Actual Reach – the number of unique individuals who have actually seen your post.

Reach in Google Ads
Google Ads defines two types of Reach: Unique Reach and Cookie-based Reach.
Unique Reach – total number of individuals who were shown the ad.
Cookie-based Reach – an estimate of how often the content was shown.

Reasons to track Reach

Tracking Reach can help you understand how relevant and attractive your content is for your target audience and how many actual individuals you reached. The main goal of every marketer is to increase reach and engagement with the content.

How can tracking Reach help you become more data-driven?

By tracking Reach you can understand how effective your marketing campaign is. With nexoya, you can easily compare each marketing campaign's effectiveness by cross-referencing the reach, which, for instance, each ad achieved. You can detect what type of content was performing better and had a broader reach. The broader reach you have the higher the chances of conversion.

Make sure you also track the number of conversions or engagement with the content. You can easily visualize the dynamic in these metrics in nexoya by using the Marketing funnel.

Suppose you notice that your reach is high. Simultaneously, the number of conversions is deficient – that can signify that your ad is not effective enough. To improve it, try to modify creatives, the ad content itself, or your targeting.

Additionally, on some platforms reach is used for the calculation of the engagement/interaction rates. These metrics help you see the connection between the number of people reached and how many actually interacted with your content.

Additional information about Reach

1. How to Understand and Maximize Your Reach on Any Social Network
2. Reach vs. Impressions: What's the Difference (And What Should You Track)?:
3. 20 Secrets That'll Boost Your Facebook Organic Reach

Organic Traffic

*Having high **organic traffic** means having a better chance of getting leads that can easily convert. Those users who found your website by using the search engine's organic results are more likely to become a paying customer since that means that they already have a specific established need, which brings them closer to buying the product.*
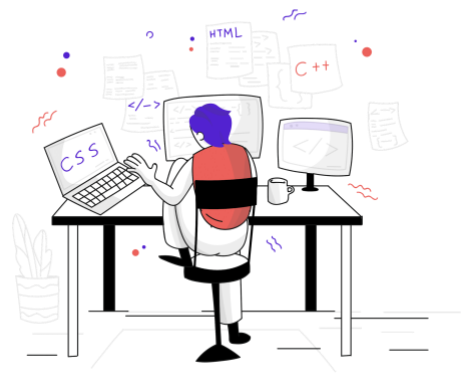
Reasons to track Organic Traffic

It is crucial to monitor this marketing KPI and work on its improvement. In the end, every company wants to have most of their traffic come from organic search.

In order to improve your website's ranking make sure that you have a clear SEO strategy. Do not forget to keep an eye on the latest SEO trends.
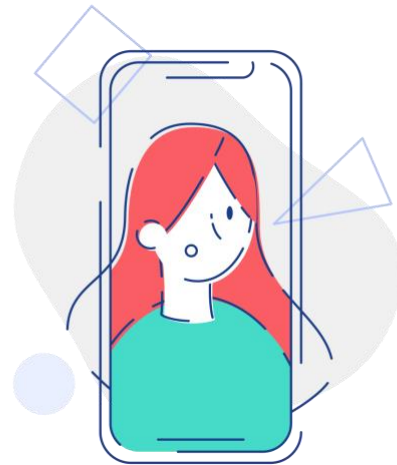
Referral Traffic

Referral traffic, also known as user *channel referrals*, are those users that find your website without searching for it on search engines. These can be users that clicked on a link in a forum, on another website, or in a blog.

Referral traffic to your website comes from various external backlinks that lead to your URL, which allows you to see from where the users on your website are.

Reasons to track User Channel Referrals

Referral traffic is an important traffic source for your website. By analyzing your referral traffic, you can understand from which domains the traffic comes from and how users interacted with your website.

Usually, referral traffic is very relevant to your business. These are visitors who heard about you in some form (for example, through an article or clicking a referral link on a forum or social media). In other words, users coming from referral traffic have a high potential to be exactly your target audience.

Referral traffic does not just send you valuable potential customers but also improves your SEO rankings. Backlinks from domains with high domain authorities relevant to your business can improve your Domain authority. Moreover, good referral links will also help you to rank higher on Google organic search.

Common variations of User Channel Referrals

Metric	Description	Platform
User Channel Social	Traffic coming from social media, any clicked link via social media, that leads to your website.	Google Analytics
User Channel Affiliates	Traffic that comes from third-party websites that lead to your website via various paid activities.	Google Analytics
User Channel Direct	Traffic that comes directly to your website when a user types in your website URL.	Google Analytics
User Channel Display	Traffic that comes from display ads (such as banners).	Google Analytics
User Channel Email	Traffic that comes from Emails.	Google Analytics
User Channel Organic Search	Traffic that comes from search engines' organic results.	Google Analytics
User Channel Other Advertising	Traffic that sources from advertisements but cannot be classified into a specific commonly used ad category.	Google Analytics
User Channel Paid Search	Traffic that comes from all of the paid activities from search engines.	Google Analytics

Additional information about User Channel Referrals

1. Tool to find your backlinks from ahref
2. Find out how to increase your referral traffic
3. Read more about why referral traffic is important
4. Read about how you can get leads via referral traffic

How can Referral Traffic help you to become more data-driven?

Analysis of your referral traffic can open up new potential audiences for your business and widen up your identified user personas.

Nevertheless, it is crucial to evaluate your referral traffic and see if the backlinks are relevant to the linked site and offer valuable information for the users.

Behavior and engagement analysis of referral traffic on your website is critical. It might differ a lot from users from other traffic sources such as organic or paid. The following tips will help you to analyze the behavior of Referral Traffic on your website:

1 Inspect the landing pages that brought the most of the referral traffic.

2 Analyse how the users interacted with the landing page; depending on your goals: Bounce-rate, time-on-site, engagements such as clicks, page views, conversions such as google goals (for example, forms filled).

3 Analyse and compare the referral traffics. Which referrals bring the most traffic, and which the least and what referral converts.

4 Analyse and inspect the landing pages where the referral links were placed. What type of website brought the best referral traffic, and what websites brought the worst referral traffic.

5 Try to contact referring domain administrators for optimizations of those backlinks and content if needed.

CHAPTER 3: INTEREST

The second stage of the Customer Journey is Interest. Your potential customers are starting to look for the benefits and how the product could fit their lifestyle. Once potential customers have gone through the first stage, they move on to the interest stage. This phase is about learning more about the company, the products, and all the useful information that matters. This stage is essential as it is an excellent opportunity for a company to connect with its audience and create a genuine relationship.

Example:
Brands can leverage leads by sending out emails, newsletters, and more targeted content.

Since at this stage of the customer Journey the potential customer want to know more about a brand, the following Interest KPIs are important to track:
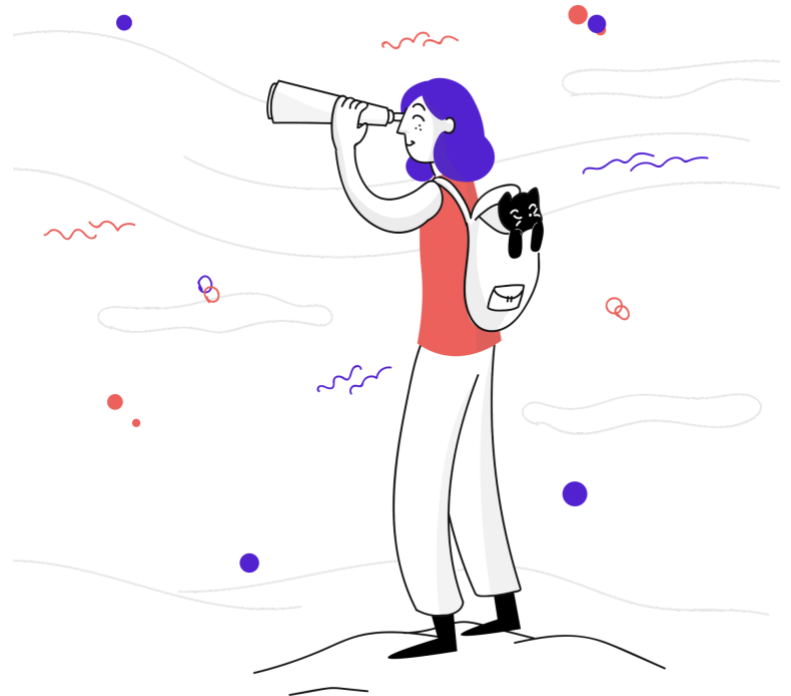
1 Users

2 Visits

3 Sessions

4 Views

5 Video views

Users

Users *is a generic metric that tells you how many visitors visited your website. The visiting user can access the website via desktop, mobile, or tablet.*

Reasons to track the metric Users

Tracking users on your website is one of the most common metrics that digital marketers track. Analyzing new and returning users' behavior and engagement can show you how these users interact with your website and how the action might differ.

Typically returning users have a higher conversion rate. Analysis and evaluation of these users are highly essential to increase your overall conversion rate. Therefore, understanding user behaviors of new and returning users and source traffic of these users is an important step forward for better conversions.

Common variations of Users

METRIC	DESCRIPTION	PLATFORM
Direct User	These are the users that landed on your website directly, by typing in your URL or clicking on your link in a document/pdf, or e-mail without parameters.	Various Providers
Users channel Referral	These are users that found your website via another website. For example in a blog post, in a forum, list, article, or social media.	Google Analytics
Paid users	These users came to your website via paid advertisement. It can be any ad-type. For example paid search, display ads, social media ads, or youtube ads.	Google Analytics
Organic users	These are users that were proactively searching something specific on search engines and ended up on your website. For example, they found it using a specific keyword that your page ranked for on SERPs (Search engine result pages).	Google Analytics
New users	These are users that landed on your website for the first time. They have not interacted with your website before.	Google Analytics
Returning users	These are users that have already visited your website earlier.	Hubspot
Unique users	These are users that might have landed on your website multiple times, but in analytics, it is still counted as one user. This is possible through the measurement of the IP address, user agents, and/or cookies.	Google Analytics
Post Engaged Users	These users have interacted with your post on social media with a comment, share, or like.	Facebook
Sessions per User	This is a metric that indicates how many sessions (on the website) one user has done.	Google Analytics

How can tracking Users help you to become more data-driven?

Tracking users and understanding their behavior on your website is one of the most crucial analyses of a digital marketer. In the end, tailoring your content to a better user experience, more personalized content should be your primary goal or aim.

Understanding your user types and the channels they come from can help you identify better targeting for your business. Executing an in-depth analysis such as analyzing demographics, gender, or the users' language can bring valuable information for better user-targeting. Use this data to your advantage and

compare how these different user types interacted with your website. User traffic types can be categorized into various marketing funnel stages that help you have a better overview of how your user traffic is distributed across the entire funnel.

By analyzing further, you can get a deeper understanding of how your users find your website. An excellent example of this is Organic users. Therefore, make sure to look at the organic keywords that lead to your website to understand better the relevancy of searched keywords and the content you provide.

Brand name keywords and other branded keywords are good examples of users in the Consideration stage already, even though the traffic originates from organic search.

Additional information on Users

1. Read more about new and returning users and how to understand them
2. Find out how you can get more returning users
3. Read about the differences between users and sessions

Visits

Visits *– number of times the website was visited by a user on the condition that at least one page has been loaded.*

**Each visit by a user can imply multiple page views.*

It is the number of distinct individuals who visited the website. If the same user (using the same browser) visits the page twice, it will still be counted as one unique visit.

Reasons to track Visits

Regular analysis of visits is crucial for two main reasons:

1 By tracking this metric, marketers can better understand the user's navigation on the website: initial page, content viewed, exit page.

2 Moreover, analysis of visits can also help understand the user's behavior: session duration, page views, bounce rate, etc.
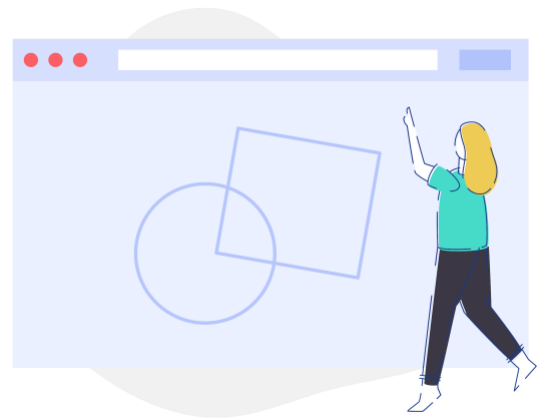
How can tracking Visits help you to become more data-driven?

By tracking Visits, marketers can better understand their users' behavior and navigation on their website. This allows marketers to analyze the effectiveness of inbound marketing strategy and the effectiveness of marketing campaigns. Companies should aim to increase the number of returning and direct visitors. An increase in these metrics signifies that people are connecting with the brand.

Common variations of Visits

METRIC	DESCRIPTION	PLATFORM
Direct visits	Traffic that comes to your website without any referral source (e.g. other websites). This means that the user directly accesses your website by typing your domain name into the URL field or via the bookmark. Direct visits are an indicator of brand loyalty. Direct traffic significantly affects your overall SEO score. The higher the number of direct visits, the higher the chances of better ranking. The goal of every company is to increase the number of direct visits.	Hubspot
New visits	Indicates the user's behaviour when he or she visits the website for the first time. Hence, he or she can only be perceived as a new visitor once. Important to distinguish this term from "new users" – a metric that indicates the user's behavior depending on the session. You can be perceived as a new user twice during the course of two sessions.	Google Analytics
Returning visits	Measures a user's behavior when he or she visits a website more than once.	Hubspot
Direct Returning Visits	Metric that measures a user's behavior when he or she visits a website more than once via a direct link to the website (e.g., by typing the company's domain name into the URL field)	Hubspot
Conversion Site Visits	Indicates the user's behavior while he or she is viewing or engaging with the ads on Twitter (that lead to a visit on the link provided on the ad).	Twitter

Additional information about Visits

1. 4 Ways to Increase Direct Website Visits
2. Google Analytics Made Easy: New Visitors vs. Returning Visitors
3. Visits, visitors, unique visitors... What are the differences for a web analyst?
4. Users, visits or page views: Why the unit of analysis matters for your news site

Sessions

A session is defined as one ongoing visit of a website, landing page, or blog where the user stays active during a specific period. Within one Session, multiple web pages can be viewed by a user. It needs to be noted that depending on the platform; the session duration is counted differently.

For example, on Google Analytics, the session times out after an inactivity of 30 minutes. Any new activity from the same user is then attributed to a new session. Within the App Store, the Sessions are counted when the App is used at least 2 seconds. Sessions are counted when the App is used at least 2 seconds.

Reasons to track Sessions

The main reason to track sessions is to understand how many visitors came onto your website. An additional metric is the Session Duration counting the duration of the users' time on the website. Additionally, the average session duration gives you an idea of how much time users spend on average on your website and can be compared to industry benchmarks.

Common variations of Sessions

METRIC	DESCRIPTION	PLATFORM
Sessions per User	A metric indicating how the average sessions per user you had in a certain timeframe. It is calculated by: **Sessions per User= Total number of sessions/Total number of users**	Google Analytics
Page Views per Session	Generally the number of pages a visitor looked at during the session. Calculated by: **Page View per Session= Total number of page views/Total number of sessions**	Hubspot
% New Sessions	New Sessions are the sessions started by first-time visitors to the website. The percentage of new sessions is the total percentage of new sessions of unknown users on your website in a defined period. Typically after a period of 30 days a user is not "known" anymore.	Google Analytics
Session Duration	The total amount of time all users spent on your website.	Google Analytics
Avg Session Duration	The indicator for the average length the visitor stayed on the website. On some platforms, it is also called time per session. Calculated by: **Avg Sessions Duration=Total duration of all sessions/Total number of Sessions**	Google Analytics
Contact Conversion Rate	Also known as Session to contact rate. A metric displaying the ratio between total sessions and new contacts in your pipeline.	Hubspot
Session Registrants Attended	The attendants that participated in the webinar.	gotowebinar
Time spent	The total amount of time spent on the website.	Adobe Analytics

How can tracking Sessions help you to become more data-driven?

Sessions, average session duration, and related metrics within your website reporting can give you more insights about your users' behavior and define content relevant to them.

More specifically, looking at session duration, conclusions can be made on the specific landing page's effectiveness depending on the time, and therefore, iterations can be made. As longer session durations can be interpreted as showing relevant and exciting content for the user. On the other hand, shorter session duration can be an indicator of irrelevant or not engaging content.

Other metrics that you might consider looking at are Bounce Rate, User Channel Referrals, and Google Search Impressions. In combination with sessions, these metrics will help you create more relevant content for your potential customers and website visitors.

Additional information about Sessions

1. More insights from google analytics on the expiration of sessions
2. Have you wondered what the difference between sessions and page views is?
3. How you can increase your conversions and your sessions

Views

*First of all, it is essential to distinguish between **views** and impressions for web pages. Page Views is a metric that shows the number of times a particular page was viewed (such as a blog article). In contrast, impressions denote the number of times an element on a web page was considered (such as a banner ad). However, on most social media channels, the metric "Views" does not exist and is represented by impressions.*

Reasons to track Views

Views are a method to track engagement. Tracking the quality and quantity of your audiences' engagement with your brand is one of the most important things. Views help marketers decide which content they should leverage for calls-to-actions or regularly update with new and entertaining content.

How can tracking Views help you to become more data-driven?

Views is a powerful metric to find out which web pages are suitable for which calls-to-action, which content works best on which channels and how well your audience engages with your brand, product or service. But the power of this metric doesn't stop there. Views is often at the very top of a marketing funnel.

So if you compare the views with the clicks and conversions that were generated through a particular message, you can identify which statement is the most effective.

These insights are precious to every marketer. Also, especially for video views and page views, the amount of time something was seen is highly relevant – check out articles on "Time" to learn more about it.

Common variations of Views

METRIC	DESCRIPTION	PLATFORM
Form Views	Shows the number of times your form has been viewed.	Hubspot
Media Views	Shows the number of times your media was played (autoplay and click) counted across videos, vines, gifs, and images.	Twitter
Profile Views	Shows the number of views of your profile (duplicates included).	Instagram
Page Views	Shows the number of views of your webpage (duplicates included).	Various providers
Video Views	Shows the number of views of your video (duplicates included).	Facebook, Instagram, LinkedIn, Google Ads

Additional information about Views

1. Five "Must-track" Marketing KPIs Every Digital Marketer Should Know
2. 15 Tips to Building a Better Social Media Presence
3. 140+ Social Media Statistics that Matter to Marketers in 2020

Video Views

Video Views show how many people "saw" your video in different variations. There are Media Video Views, Page Video Views, Post Video Views, and paid, organic and unique views. One can tell that there is much variety in the terminology of video views.

Reasons to track Video Views

Videos require much effort to produce, and it takes a lot to keep your audience updated. Since everyone has restricted resources, it is crucial to track your audience's works and what does not.

Therefore analyzing the generated views and the Video Actions that the target audience takes is of the highest importance to determine which type of content you should produce more of in the future. This will help to invest your resources better and get better results.

How can Video Views help you to become more data-driven?

Analyzing your videos can help you get feedback from your target audience and understand their behavior way better. Because there are many different metrics around videos, it is imperative to define a clear goal in your video marketing strategy and afterward to understand these results' correlation. A right combination would be Video Views together with Video Actions. By doing so, you can draw a holistic picture of your future customer.

Common variations of Impressions

METRIC	DESCRIPTION	PLATFORM
Media Video Views	A metric that shows the amount of views your video received.	Instagram
Page Video Views	The amount of views, users generated while watching a video on your Facebook page/account.	Facebook
Post Video Views	The amount of views, users generated while watching a video that they found in their feed on their Facebook "Home" screen.	Facebook
Paid, Organic and Unique Views	This is a distinction between the views generated through sponsored posts or those that were not sponsored and therefore created organic views. Furthermore, unique views show you how many people saw your video, disregarding those that watched it multiple times. If a person watches a video twice, he/she generated two views but only one unique view.	Facebook
Video True View	In-stream ads play before or during another video from a YouTube partner. Viewers see 5 seconds of a video and then have the choice to keep watching or skip it.	Youtube
View Through Rate (VTR)	View Through Rate (VTR) is the number of completed views of a skippable ad over the initial impressions.	Youtube
Video Completions	It indicates the number of times that a video plays to the end.	Youtube

Additional information about Video Views

1. 37 Staggering Video Marketing Statistics for 2018
2. Facebook Video Ads: The Guide Marketers Are Looking For (Strategies Included)
3. Video marketing benchmarks 2019

CHAPTER 4: CONSIDERATION

The **consideration** stage implies the process of analyzing and comparing existing options. In other words, during this stage, potential customers are aware of some of the choices from which they can choose. Therefore, this phase is a perfect opportunity for Content Marketing: newsletter subscriptions, magnets, free templates, and webinars.

Example:
After the first research is done, you can now see the market's leading players and their offers. You start comparing different offers from providers and eliminating the ones that are not suitable for you. You subscribe to newsletters to check out the company's news, interesting blogs, and offer updates.

Content marketing plays a significant role in this phase. Therefore, here blog posts, videos, email marketing, and other content come into play. It is crucial to understand that depending on the product complexity, the consideration stage may imply multiple engagements. At this point, KPIs that are reflecting engagement are the most important.

Marketing KPIs at the Consideration stage:

1 Clicks

2 Likes

3 Comments

4 Followers

5 Engagement

6 Video Actions

Clicks

*In general, **clicks** is a metric that counts the user's action of clicking on a link, an ad, a call to action (CTA) button. Followingly a short overview of all the platforms clicks are found on:*

- *Adition*
- *AdUnit*
- *Facebook*
- *Google Search Console*
- *Google Ads*
- *LinkedIn*

Reasons to track Clicks

First of all, clicks with paid activities (i.e., Ads) are essential to track in combination with the respective Ad impressions and goal completions, as the metric is the linking part for the user. Therefore, by monitoring clicks, you can understand whether the messaging is appealing to your target audience. They are eager to click on it. Clicks in the context of social media and email marketing can give you further insights into the attractiveness and relevance of the provided content to the user and possibly a potential customer.

How can tracking Clicks help you to become more data-driven?

With the understanding of clicks, you can make a first big step in understanding the user journey your potential customer takes on various platforms. Additionally, adding the metric of clicks to your marketing funnel's consideration stage will allow you to see the impact of your marketing activities on this specific metric month by month. This can be quickly done within a nexoya funnel to visualize your user journey for a particular channel. Secondly, clicks are used for the calculation of different rates:

- Click-through-Rate
- Click Rate
- Interaction- & Engagement Rate
- Cost per Click/Click price

Common variations of Clicks

We have compiled a short overview of the most common variations of clicks. The list is grouped into metrics from website analytics, social platforms, and email marketing tools.

METRIC	DESCRIPTION	PLATFORM
Ad Clicks	The action of clicking on an ad taken by a user.	Google Ads, Instagram Ads, Twitter Ads
CTA Clicks	This metric indicates how many users have clicked on the provided CTA button.	Hubspot
Click Share	It is available for Search & Shopping Campaigns, indicating an estimation of the share of all achievable clicks that the ads received.	Google Ads
Link Clicks	The total number of users who took the action of following a link by clicking on it. The provided link can be for example in the form of a CTA "Shop Now".	Facebook, Instagram
Website Clicks	The amount of people that followed the link to your landing page via your bio.	Instagram
Posts Clicks	This metric includes the total number of clicks on a specific Facebook post, including photo view, video play, reporting, expanding the post or the comments, etc.. This metric excludes comments, likes, and shares.	Facebook
App Clicks	On paid campaigns mostly, app clicks is a measurement to track the amount of users that followed a link leading them to the App Store or directly into the App.	Twitter
Organic Clicks	Including only the clicks from organic content.	Twitter
Company Page Clicks	The amount of users that clicked on your company page.	Linkedin

Click Count	A metric counting the total number of clicks on LinkedIn posts.	Linkedin
Clicks	Clicks is the total number of times a specific Link (e.g. URL) has been clicked.	Mandrill
Unique Subscribers Clicks	The number of subscribers that clicked on the link. If subscribers clicked more than once, the action would only be counted one time per subscriber.	Salesforce, Mailchimp & Mandrill
Unique Clicks	The number of clicks, only counting the action once, if a user clicked multiple times.	Salesforce, Mailchimp & Mandrill
Total Clicks	Total clicks indicate the total amount of email recipients clicked on links.	Mailchimp
Offer Click	Amount of people clicking on a CTA within an e-mail or content which was sent.	SAP Marketing Cloud

Additional information about Clicks

1. Data Discrepancies between Google Ads and Analytics
2. The differentiation of Link Clicks and Clicks from Facebook
3. Gain Insights into the various bidding forms for twitter ads
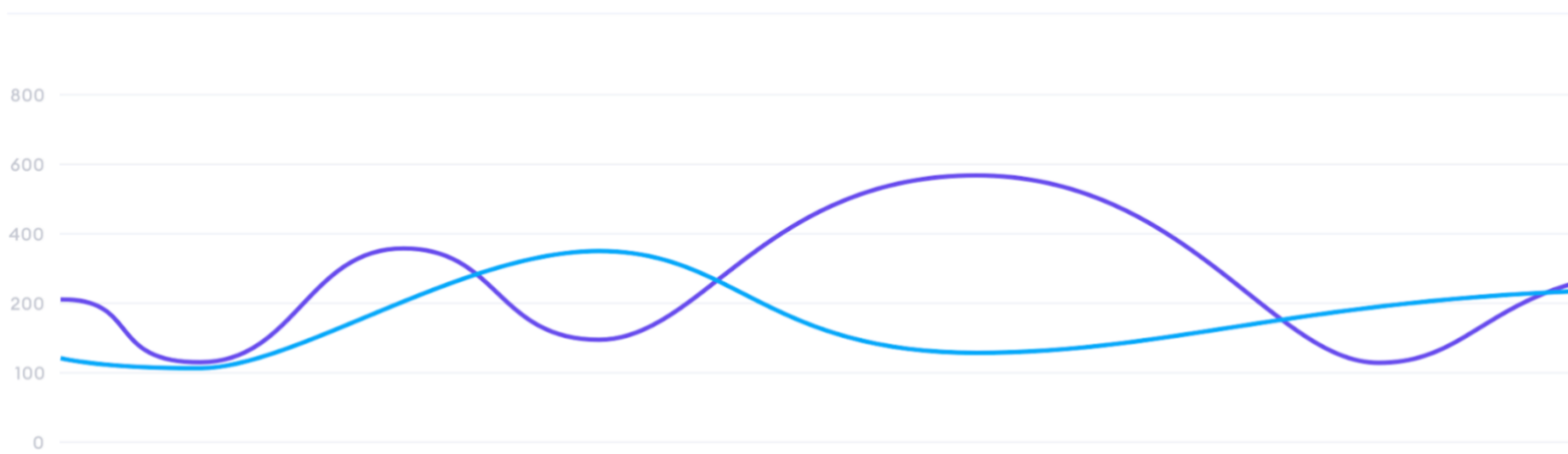
Likes

A Like is an action that can be made by a social media user. Instead of writing a comment or sharing a post, a user can click the Like button as a quick way to show enthusiasm.

Depending on which platform you use, this metric can have alternative names, such as Like Count (LinkedIn, Twitter), Organic Like/Paid Like (Twitter), and Post Like (Facebook).

Reasons to track Likes

Gauging how your audience reacts to the content you post and share is crucial for any social media marketing strategy. This direct response metric helps you determine whether your audience is interested in what you're currently publishing and should direct the type of content you share in the future.

If you don't get enough likes on certain topics, consider to change your content tactics or even delete that content from your communication plan and send those messages through other channels to a different audience segment that might be more receptive.

Common variations of Likes

METRIC	DESCRIPTION	PLATFORM
Like Count	This version of the Like-metric displays the number of likes that have been gained.	Linkedin, Twitter
Organic Like	Organic likes get generated when social media users press the like button on posts that have not been sponsored.	Twitter
Paid Like	Represents likes which came from sponsored/promoted posts and were paid for.	Various Platforms
Post Likes	Post likes combine all of the likes that a post generated, paid as well as organic.	Facebook

How can tracking Likes help you to become more data-driven?

It is imperative to track the likes of every post. Social media users can easily express how they feel about specific content, products, or services through likes. Facebook recently expanded its like options for organic posts and ads. Now users can express whether they like, love, or dislike something that increases the information flow and shows that this metric becomes essential.

Try to compare your likes to other engagement factors such as comments and shares. If you look at a particular message, you try to convey that your analysis will be much stronger and sophisticated in a holistic view.
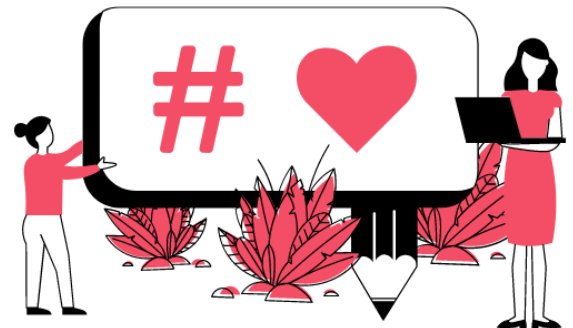
Nexoya Pro Tip: Look into engagement rate to measure how "attractive" certain content is by comparing it with impressions.

Additional information about Likes

1. The power of social media likes
2. Do Likes matter on social media?
3. Seven mistakes most people make when tracking KPIs

Comments

A comment is a response that is often provided as an answer or reaction to a blog article or a post on a social network. Depending on which platform you use, this metric can have alternative names, such as Comment Count (LinkedIn) or Post Comments (Facebook).

Reasons to track Comments

Comments are a form of engagement on social media. Sometimes, when marketers look at the analytics on various social media platforms, engagements are a top priority. Part of having exemplary performance includes the valuable interactions between your social media followers and your posting content.

Social media comments can let you glimpse into how your audience feels about your content. However, it is essential to understand that comments can be positive as well as harmful. And in case you get confronted with much negative feedback, you have to know that you can transform it into new product features or service improvements.

Common variations of Comments

METRIC	DESCRIPTION	PLATFORM
Comment Count	This metric displays the number of comments gained.	Linkedin
Post Comments	This metric shows the number of comments for a specific post.	Facebook

How can tracking Comments help you to become more data-driven?

Comments are a good indicator of how good your audience interacts with your marketing efforts. Many comments means that your audience profoundly cares about your brand, your product, or service. That's why you have to pay attention to this metric.

To get the most out of "Comments," you can compare it to other engagement metrics like "Reactions" or "Shares." The ratio between "Comments" and "Impressions" can also deliver valuable insights into the analysis of your marketing efforts. You can find out what percentage of your audience has a strong opinion about your product/service that they want to share.

Nexoya Pro Tip: Look into sentiment analysis of your comments to learn more about what comments are positive or negative.

Additional information about Comments

1. Everything you need to know about managing Social Media Comments
2. 15 Features your KPI Tool Should Have to Boost Your Efficiency
3. Why Responding to Social Media Comments is So Important

Followers

Followers *– indicates the number of users who have chosen to follow a company's profile on social media or content updates (e.g., in the form of Newsletters).*

Depending on which platform you use, this metric has alternative names such as Subscribers (Youtube), Page Fans (Facebook), Newsletter subscriber (SAP), Friend Count (Twitter), and Follower Count (Twitter).

Reasons you must track Followers

This metric's primary goal is to measure the brand popularity and the effectiveness of the brand community. The more followers your company has, the broader the reach that you can get.

The more extensive follower base, you have the more massive outreach you get and, therefore, more potential customers you can acquire. This process can be easily represented in the nexoya tool using the Funnel feature.
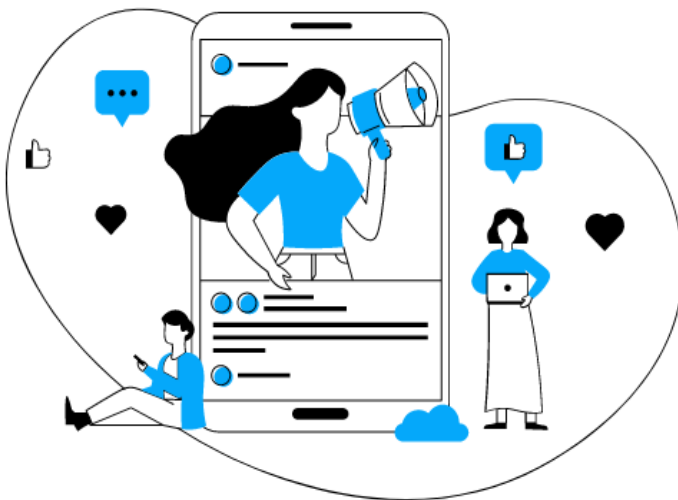
How can tracking Followers help you to become more data-driven?

With nexoya you can easily track and compare the number of followers your company has from each channel.

To be successful, it is essential to analyze your followers from time to time.
Most social media platforms provide analytic sections for business accounts, where you can analyze your audience's demographics and their engagement with the content.

Analysis of your followers can help you better understand your target audience and tailor your campaigns to your audience's interests and needs.

Additional information

1. Analyze Your Fans and Followers
2. How to Gain a Massive Following on Instagram: 10 Proven Tactics To Grow Followers and Engagement
3. How to Increase Number of Followers on LinkedIn

Engagement

Engagement *on* *social* *media* *platforms is a metric to measure the interaction of the user with the content. The forms of interaction that are taken into account can vary depending on the social media platform. In general, the metric contains:*

- *Comments*
- *Likes*
- *Shares*
- *Clicks*

According to the platform, additional metrics may be included in engagement. As an example for LinkedIn, Follows count as a part of the engagement metric. Twitter further counts Retweets, Replies, and Follows towards the engagement.

Reasons to track Engagement

Tracking engagement is especially important in social media marketing. Further, it is a component of the engagement rate, highlighting the ratio between the number of users reached (depending on the platform, it may be impressions or reach) and the number of interactions derived from the audience.

Common variations of Engagement

Different social media platforms provide variations of the term engagement. We highlighted the most common ones and shortly explained how the platform defines them.

METRIC	DESCRIPTION	PLATFORM
Billed Engagement	Is defined as the total number of billed engagements. Meaning the engagements originated from an Ad.	Twitter
Media Engagement	It is containing the total number of clicks of media across Video, Vines, GIFs, and Images.	Twitter
Organic Engagement	Including only the engagement steaming from organic activity.	Twitter
Total Engagement	The metric includes all LinkedIn member interaction with content, paid as well as organic.	Twitter

How can tracking Engagement help you to become more data-driven?

One of the most important things to keep in mind when comparing engagement across channels is the different providers' different definitions. Hence further interpretation needs to be made with caution to mitigate misleading conclusions.

Engagement is an excellent metric to start with. In combination with, for instance, community goals, great value can be derived from the tracking. A comparison of engagement on various posts can give insight into what works best for your audience and followers.

Additional information about Engagement

1. A great read, about the underlying psychology of engagements
2. Are you wondering what the difference between engagement and interaction is, read more about it here
3. Have you tried these methods to increase engagement?

Video Actions

Video actions are actions users can take within a specific video. Therefore, there are metrics like Video Actions, Video Starts, Video Content Starts, Video CTA Clicks, and Video Playback Count. Together with Video Views, they create a holistic view of the behavior of your target audience.

Reasons to track Video Actions

Videos are an intense form of communication that takes much time to produce. That's why you should get the most out of it. Video Actions is a way your audience engages with your content and is therefore really powerful.

By analyzing your Video Actions data, you can identify which content gets your target audience excited the most. You are then able to concentrate on that kind of subject, which will increase your views.

How can Video Actions help you to become more data-driven?

When you look at your Video Views together with your Video Actions, you can quickly identify trends in your audience's behavior. As soon as you know which content gets you the most reactions and attention, you can focus your marketing budget on videos and campaigns that show this type of content. The effectiveness of your boosted videos will increase, and so will your ROAS.

Common variations of Video Actions

METRIC	DESCRIPTION	PLATFORM
Video Actions	Constitute actions people can take while watching a video such as pause, play, fast forward etc.	Facebook, Instagram
Video Starts	Shows the amount of times a video was started.	Linkedin
Video CTA Clicks	Shows all the number of times someone clicked on a button or link during the video.	Twitter
Video Playback Count	The number of times someone played back the video to watch it or part of it again.	Twitter
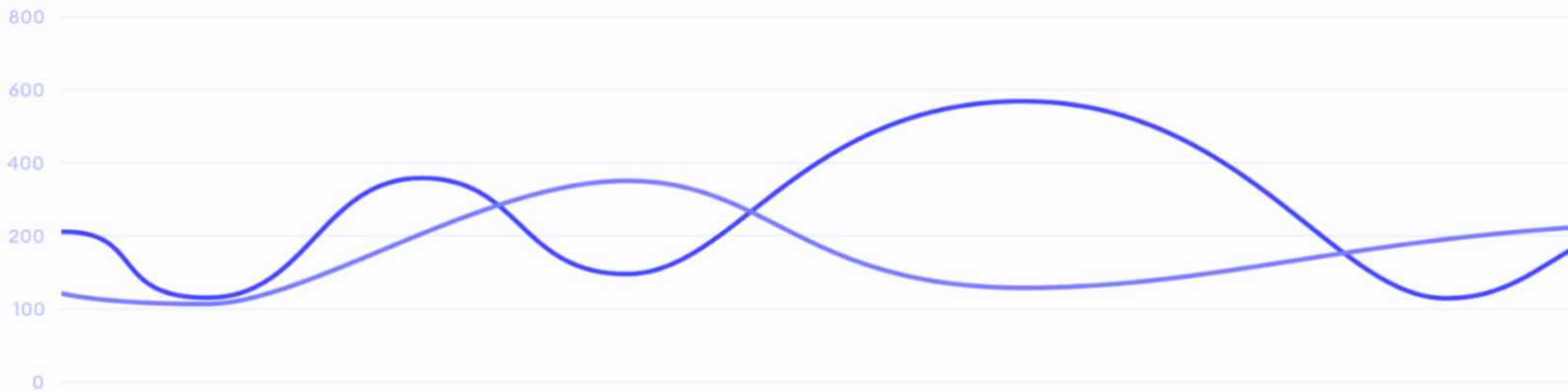
Additional information about Video Actions

1. Find out the advantages of including video marketing in your marketing activities
2. Start off with video marketing using these 7 tips to accelerate
3. The video trends for 2020

CHAPTER 5: ACTION

The last step of the marketing funnel is getting your customer to initiate action. Include calls-to-action in your advertisements – a statement to get an immediate response from the consumer. By doing this, the consumer feels a sense of urgency that motivates him to take action now. A known method is making limited time offers, for instance.

Example:
Imagine that you have already done an analysis and now have three options to choose from. Your main goal is to select the one that will best fit your needs. You are reading through the reviews and realize that some of them reflect your situation and the problems you had. You have made your final comparison and selected the option that fits your needs the best, and proceeds with the contract.

KPIs at this stage reflect how effectively you convert your customers. It is essential to mention that you should track the number of leads and conversion rate and the average Cost per Lead and Cost per Conversion. It will help you to estimate how much money you spend on one lead/conversion.

Marketing KPIs at the Decision stage:

1 Conversion

2 Cost

Conversions

*A **Conversion** in Digital Marketing is the completion of a specific goal, e.g., filling out a subscription form, signing up for a trial, or making an online purchase on your website. This goal can be defined on a case by case basis and can vary heavily.*

Also relevant and related to the Conversion is the Conversion rate, calculated like that:

Total number of conversions/Total sessions * 100

Reasons to track Conversions

It is important to track not only the number of conversions but also the conversion rate. Without a doubt, conversions are necessary to monitor since it allows you to track the user journey. However, without comparing it with the total number of visitors on your website, your landing page, or App, this metric cannot tell you much. Hence, it is crucial to make your conclusions about a specific campaign's effectiveness only after checking the Conversion Rate.

How can tracking Conversion help you become more data-driven?

By tracking the number of conversions and the Conversion rate, you can understand what content or a specific campaign was more effective in achieving your goals.

With nexoya, you can easily compare the Conversion rate for both organic and paid conversions/visitors. As a result, by comparing and analyzing different campaigns, you can find out what works best for your target audience. You can also easily create reports to track your progress and make analysis even more comfortable.

Common variations and related metrics of Conversions

METRIC	DESCRIPTION	PLATFORM
All Conversions	All the conversions that the campaigns are driven by combined, summed up.	Google Ads
Custom Conversion	A metric that indicates a specific customer's action. In other words, customized tracking of conversions with predefined rules. For example, it tracks only the number of purchases of the particular phone model or a click when entering your shopping basket. Custom conversion can be configured within the respective platform.	Facebook, Twitter
Activities	Similar to custom conversions but within Google's Campaign Manager (Ad Server).	Google DCM
Conversion Value	An assigned value to a specific conversion defined by a marketer.	Google Ads
Goal & Goal Value	A specified goal within Google Analytics to be counted if a customer clicks or visits a certain element.	Google Analytics
Microconversions	Describing a sub-element of conversion, such as entering a shopping basket before doing the actual "conversion." Used to track more granular user steps towards your user journey.	Hubspot

Additional information about Conversion

1. More about conversion values
2. The 13 Most Effective Ways to Increase your Conversion Rate
3. 19 Ways to Effectively Increase Your Conversion Rate
4. More about custom conversions

Cost

*Within the various platforms that allow advertisements' creation, the metric **cost** describes the total spendings for a specific ad. Further, the metric is the basis for calculating multiple KPIs, such as Cost-per-Mille (CPM) or Cost-per-click (CPC).*

Reasons to track your ad costs

When your focus is on paid marketing activities, costs should be tracked in order to keep an eye on your budget and notice the effectiveness of your spendings and optimize accordingly.
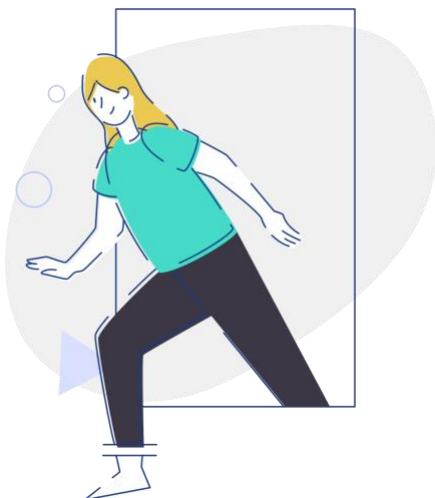
How can tracking Costs help you to become more data-driven?

As mentioned above, the cost metric is the central part of several rates, such as:

- Cost per Click
- Cost per Mille (i.e. Cost per Thousand Impressions)

Creating a common understanding of these metrics and consensus on your team's calculation can give you a great advantage. Further, it may reduce the time spent on discussing the monthly, quarterly, or annual reports.

Nexoya Pro Tip: Compare your ad costs to 3rd party metrics within the weather integration, such as perceived temperature, air humidity, or cloud coverage. In our experience, we have seen interesting negative or positive correlations of local weather two, for instance, your CPM.

Common variations of Costs

METRIC	DESCRIPTION	PLATFORM
Ad Cost	The sum of money spent on digital advertising activities.	Google Analytics, Facebook, Instagram, Twitter
Video Cost	The sum of money spent on digital advertising for a video ad.	Facebook, Instagram
Cost in Local Currency	The ad spendings in the local currency of the company profile.	LinkedIn, Google Ads, Google Campaign Manager, Linkedin
Cost per Inline Link Click	The cost of an inline link click, which is the action of clicking on a link within a post by the user.	Facebook, Instagram

Additional information about Costs

1. More information on the different ad types and tips on how to use it to your example
2. Advertising Costs in the business perspective
3. Gain more insights into the digital advertising world, with this comprehensive guide

Do you want to ensure the most cost-effective use of your budget ?

Handling large amounts of data is a competitive advantage. But with such a large number of tools and data outcomes, it can easily become time consuming and expensive to analyse those datas.

By using artificial intelligence, nexoya allows marketers to track their KPIs with anomaly detection, optimize their marketing campaigns, look into correlations and allocate more efficiently their budget.

Indeed, nexoya brings all your KPIs together on a unique platform, optimize your ad-budget, and brings data-driven decisions to modern marketers.

GET A FREE DEMO

https://www.nexoya.com/