



A list of some common Key Performance Indicators to measure the effectiveness of digital marketing efforts.

Impressions

An impression is a view of an asset. When you see an ad in a social media feed, it counts as an impression. When you have one impression on Search, it means your ad showed up in search results.

✓ Good for: awareness

Views

A view is like an impression but is used for video ads. It's when a user watches at least 30 seconds of your video ad.

✓ Good for: awareness

Reach

The reach means the number of people you have reached with your campaigns.

✓ Good for: awareness

Clicks

A click is when someone clicks on a post, an ad or a link.

✓ Good for: awareness, interest, acquisition, action, retention

CPM

The Cost per Mille is the cost spent for a thousand impressions. It is useful to compare different advertising channels, especially non-digital like Facebook vs TV for example.

✓ Good for: awareness

CPV

The Cost per View is the cost of an advertisement by the total number of views. Ideal to compare different channels like the CPM.

✓ Good for: awareness

CTR

The Click-Through Rate is the number of clicks that your ad receives divided by the number of times your ad is shown: $\text{clicks} / \text{impressions} = \text{CTR}$.

✓ Good for: awareness, interest, acquisition, action, retention

CPC

Cost Per Click stands for the price paid for a click in a pay-per-click (PPC) advertising on a digital marketing platform. The CPC helps to understand how much one click costs.

✓ Good for: interest, acquisition, action, retention

