



How to measure your marketing performance with 50+ indicators

Description

Here's a list of the 50+ Key Performance Indicators (KPIs) from the book *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance* by Paul Farris and co-authors. These KPIs are designed to help managers assess and measure marketing performance in a comprehensive way. Start cherry picking!

Share of Market KPIs:

1. **Market Share** - The percentage of total sales in a market captured by the company.
2. **Relative Market Share** - The company's market share compared to its largest competitor.
3. **Share of Voice (SOV)** - The percentage of total advertising or media exposure a brand receives compared to competitors.
4. **Share of Distribution** - The percentage of retail or distribution outlets that stock a company's products.

Pricing KPIs:

5. **Price Elasticity of Demand** - Measures how sensitive customer demand is to changes in price.
6. **Price Premium** - The percentage by which a product's selling price exceeds a benchmark price.
7. **Break-even Analysis** - The point at which total revenue equals total costs, indicating no net loss or gain.
8. **Percent Markup** - The percentage difference between the cost and selling price of a product.
9. **Profit Margin** - The percentage of sales that turns into profits after accounting for costs.
10. **Contribution Margin** - Sales revenue minus variable costs, expressed as a percentage of sales.

Customer Profitability KPIs:

11. **Customer Lifetime Value (CLV)** â?? The total net profit a company expects to generate from a customer over the entire business relationship.
12. **Customer Profitability** â?? The net profit attributable to a specific customer, accounting for costs associated with serving that customer.
13. **Customer Retention Rate** â?? The percentage of customers that continue to do business with the company over a given period.
14. **Customer Acquisition Cost (CAC)** â?? The cost incurred to acquire a new customer.
15. **Customer Churn Rate** â?? The percentage of customers lost over a given time period.
16. **Customer Satisfaction** â?? Measures how products or services meet or surpass customer expectations, often using surveys.
17. **Net Promoter Score (NPS)** â?? The likelihood of customers recommending your product or service to others.

Advertising and Media KPIs:

18. **Advertising Reach** â?? The number of unique individuals who are exposed to a particular advertising message.
19. **Advertising Frequency** â?? The number of times an individual is exposed to an ad during a campaign.
20. **Gross Rating Points (GRPs)** â?? A measure of advertising impact, calculated by multiplying reach by frequency.
21. **Cost per Thousand Impressions (CPM)** â?? The cost of reaching 1,000 individuals or households with an ad.
22. **Click-Through Rate (CTR)** â?? The percentage of people who click on an ad after viewing it.
23. **Cost per Click (CPC)** â?? The amount paid for each click on a digital ad.
24. **Conversion Rate** â?? The percentage of people who take a desired action, such as making a purchase or signing up for a newsletter, after clicking on an ad.
25. **Cost per Acquisition (CPA)** â?? The cost associated with acquiring a customer through an ad campaign.
26. **Return on Advertising Spend (ROAS)** â?? Revenue generated from advertising divided by the total ad spend.
27. **Impressions** â?? The number of times an ad is displayed, whether clicked or not.
28. **Viewability Rate** â?? The percentage of ads that were actually viewable to users.

Digital Marketing KPIs:

29. **Website Traffic** â?? The number of visitors to a website over a specific period.
30. **Bounce Rate** â?? The percentage of visitors who leave a website after viewing only one page.
31. **Average Session Duration** â?? The average time visitors spend on a website.
32. **Pages per Session** â?? The average number of pages viewed per session by a visitor.
33. **Conversion Rate** â?? The percentage of website visitors who complete a desired action, such as making a purchase or filling out a form.

34. **Email Open Rate** – The percentage of recipients who open a marketing email.
35. **Email Click-Through Rate (CTR)** – The percentage of email recipients who click on a link within the email.
36. **Email Bounce Rate** – The percentage of emails that were not successfully delivered to recipients' inboxes.

Sales Force and Channel Management KPIs:

37. **Sales Growth** – The increase in sales over a specific period, expressed as a percentage.
38. **Sales per Representative** – The amount of revenue generated by each salesperson.
39. **Sales Conversion Rate** – The percentage of leads or prospects that are successfully converted into paying customers.
40. **Average Deal Size** – The average dollar amount of closed sales deals.
41. **Sales per Channel** – The amount of revenue generated through specific distribution or sales channels.
42. **Order Fulfillment Cycle Time** – The time it takes from receiving an order to delivering the product to the customer.
43. **Return on Sales (ROS)** – The percentage of net profit generated from total sales.

Brand Metrics KPIs:

44. **Brand Awareness** – The extent to which consumers recognize or are familiar with a brand.
45. **Brand Preference** – The degree to which customers favor one brand over competitors.
46. **Brand Equity** – The value a brand adds to a product or service, often measured by the price premium customers are willing to pay.
47. **Brand Loyalty** – The extent to which customers repeatedly purchase the same brand over time.
48. **Brand Perception** – How consumers view and feel about a brand in terms of attributes, quality, and positioning.
49. **Brand Penetration** – The percentage of a target market that has purchased a brand within a specific period.

Product and Portfolio Management KPIs:

50. **Product Line Profitability** – The profit generated by each individual product or product line.
51. **Product Defection Rate** – The percentage of customers who stop purchasing a particular product over a given period.
52. **Cannibalization Rate** – The extent to which new product sales reduce sales of existing products within the same company.
53. **Innovation Rate** – The percentage of sales generated from new products launched within a specific period.

54. **Product Return Rate** – The percentage of products that are returned by customers after purchase.

Customer Engagement KPIs:

55. **Social Media Engagement Rate** – The number of interactions (likes, comments, shares) on social media posts, relative to followers or reach.
56. **Customer Interaction Rate** – Measures the extent of customer interaction with marketing materials, such as ads, emails, or content.
57. **Referral Rate** – The percentage of new customers acquired through referrals from existing customers.
58. **Customer Advocacy** – The extent to which customers recommend or promote a brand to others.

Financial Metrics in Marketing:

59. **Return on Marketing Investment (ROMI)** – The financial return generated from marketing activities.
60. **Marketing Expense-to-Revenue Ratio** – The proportion of revenue spent on marketing activities.
61. **Sales Volume** – The number of units sold during a specific period.
62. **Revenue per Customer** – The average revenue generated from each customer.

These metrics offer a robust framework for analyzing and optimizing marketing efforts, ensuring that (marketing) managers can make data-driven decisions across various marketing domains.

Ofcourse these kpis are too many to apply to your marketing performance deck.

Try to get 1 –North Star metric– and build sub metrics below the primary one. Like Revenue, Profit, ARR or Customer Satisfaction, or Reach. Get the metrics that moves the business, not your vanity.

Category

1. Marketing
2. Business Strategy
3. Business Intelligence
4. Running the Business
5. Market Intelligence
6. Leadership

Tags

1. Business Growth
2. KPIs
3. Marketing Performance
4. Marketing Metrics

5. Analytics

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