



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

### Advertising and Media KPIs:

18. **Advertising Reach** – The number of unique individuals who are exposed to a particular advertising message.
19. **Advertising Frequency** – The number of times an individual is exposed to an ad during a campaign.
20. **Gross Rating Points (GRPs)** – A measure of advertising impact, calculated by multiplying reach by frequency.
21. **Cost per Thousand Impressions (CPM)** – The cost of reaching 1,000 individuals or households with an ad.
22. **Click-Through Rate (CTR)** – The percentage of people who click on an ad after viewing it.
23. **Cost per Click (CPC)** – The amount paid for each click on a digital ad.
24. **Conversion Rate** – 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)** – The cost associated with acquiring a customer through an ad campaign.

26. **Return on Advertising Spend (ROAS)** – Revenue generated from advertising divided by the total ad spend.
27. **Impressions** – The number of times an ad is displayed, whether clicked or not.
28. **Viewability Rate** – The percentage of ads that were actually viewable to users.

### Digital Marketing KPIs:

29. **Website Traffic** – The number of visitors to a website over a specific period.
30. **Bounce Rate** – The percentage of visitors who leave a website after viewing only one page.
31. **Average Session Duration** – The average time visitors spend on a website.
32. **Pages per Session** – The average number of pages viewed per session by a visitor.
33. **Conversion Rate** – 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 managers can make data-driven decisions across various marketing domains.

Of course these kpi's are too many to apply. 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. Business Books
2. Marketing
3. Running a Business

### Date

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11/04/2024

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