

B2B Marketing Metrics

THAT YOU CAN'T DO WITHOUT

01 WEBSITE METRICS

Website Traffic
Bounce Rate
Page Views
Average Time Spent
Page Submissions



SOCIAL METRICS 02

Number of Fans/Followers
Number of Retweets/Shares
Number of Posts
Number of Likes/Reactions
Follower Growth Rate
Website Traffic from Social
Number of Leads



03 EMAIL METRICS

Open Rate
Bounce Rate
Unsubscribe Rate
List Growth Rate
Deliverability Rate
Click Through Rate (CTR)



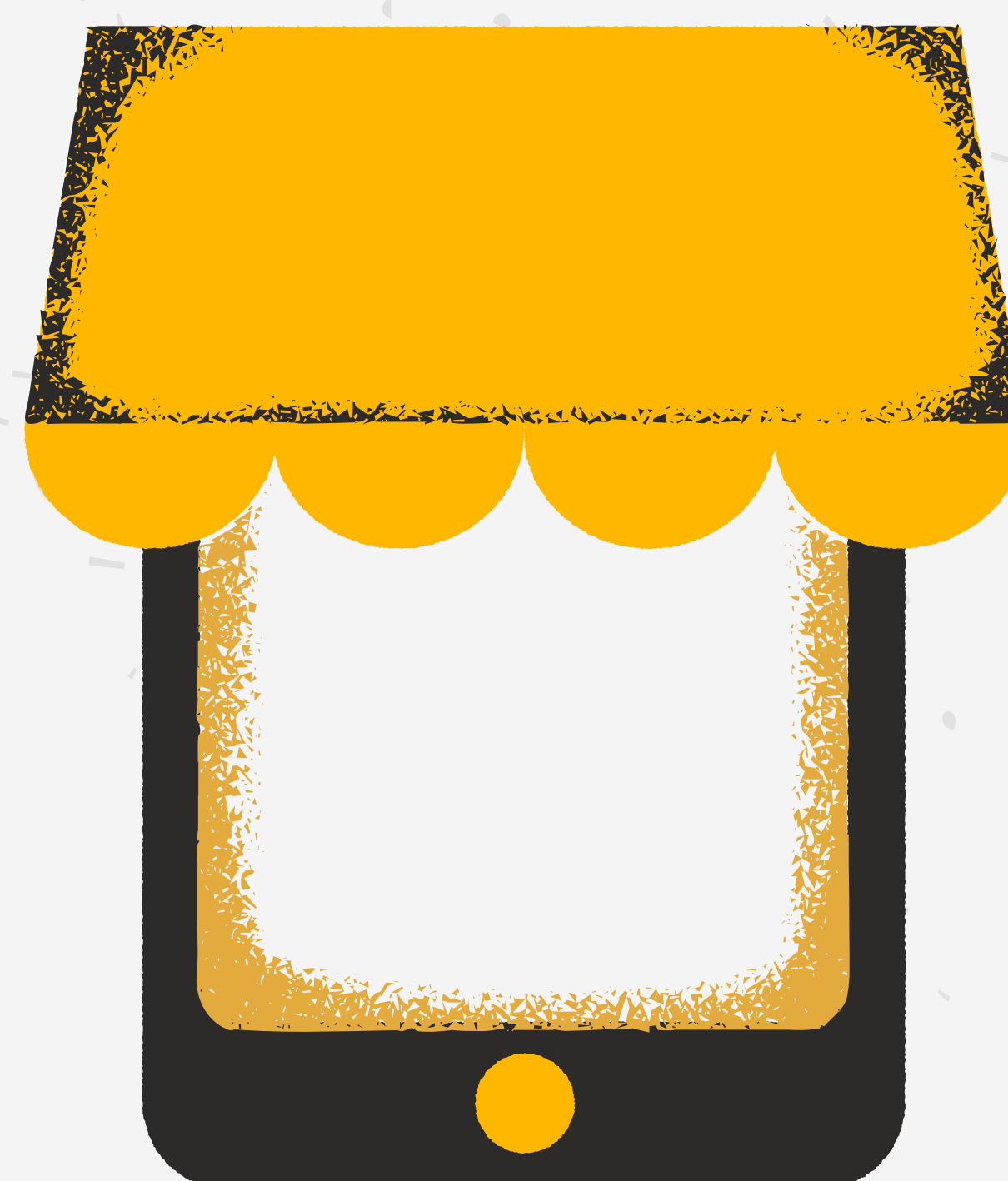
SEARCH ENGINE METRICS 04

Organic Traffic
Click Through Rate
Organic Bounce Rate
Keywords Ranked in Google
Top Exit Pages
Number of Indexed Pages



05 DIGITAL ADS METRICS

Number of Impressions
Cost Per Impression
Number of Clicks
Cost Per Click
Number of Leads
Cost Per Lead



DOWNLOADABLE CONTENT METRICS 06

Page Views
Page Submissions
Total Downloads
Content Shares

