

marketing metrics overload:

what really matters?

In excess, marketing metrics become cumbersome, overburdening, and may even lead to a false sense of success. To avoid getting caught in the madness of the data sphere, take a look below to find out which marketing metrics deserve attention and which are safe to let go.

facebook



Engagement



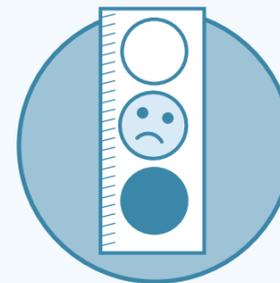
of Fans

Having a large *number of fans* may let you know that the company was successful with social media marketing, but does not determine if those fans are active. Instead, look for signs of *engagement* which shows if the customer interacted and engaged with the company's content, such as sharing, viewing, liking and commenting.

website



Conversion Rate



of Visitors

A high *website visitor count* may paint a fluffy picture of business success, but in reality it does not say much about the overall health of a business. The *conversion rate*, on the other hand, allows you to see if your marketing efforts generate revenue.

e-mail



Click-through



E-mail Open

The fact that users *open your e-mails* does not guarantee that they'll pursue its contents. However, the *click-through rate*, whether low or high, lets the company know if the e-mail was compelling, if it attracted attention, and if recipients were convinced to follow the suggested call to action.

qualified leads



Sales Qualified Lead (SQL)



Marketing Qualified Lead (MQL)

A *marketing qualified lead (MQL)* can be valuable, but the true value often comes when the marketing lead is converted to a sales lead. *Sales qualified leads (SQL)* are valuable metrics because often they directly relate to the purchase of a product or service.

users



Active



Registered

A high number associated with *registered users* may be appealing but can also be misleading. Instead, focus on the number of *active users*, which provides important information on the number of people actually engaging with the brand, allowing for a clearer picture of business performance.

cost



Per Customer



Per Lead

Cost per customer is a more useful metric than *cost per lead* because it is a more accurate measure of return on investment. Cost per customer lets you know when leads turn into sales that improve the overall health of the business.