

B2B Marketing Metrics Cheat Sheet



Website Metrics

Traffic: The number of visitors to your site.

- **Unique Visitors:** Distinct individuals visiting your site.
- **Page Views:** Total number of pages viewed.
- **Bounce Rate:** Percentage of visitors who leave after viewing only one page.
Equation: $(\text{Total Bounces} / \text{Total Visitors}) * 100$

Session Duration: Average time a visitor spends on the site.

Equation: $\text{Total Duration of All Sessions} / \text{Total Sessions}$

Engagement Metrics

Click-Through Rate (CTR): Percentage of people who clicked on a link.

Equation: $(\text{Total Clicks} / \text{Total Impressions}) * 100$

Conversion Rate: Percentage of visitors who complete a desired action.

Equation: $(\text{Total Conversions} / \text{Total Visitors}) * 100$

Time on Page: Average time a visitor spends on a specific page.

Equation: $\text{Total Time on Page} / \text{Total Page Views}$

Lead Generation Metrics

Cost Per Lead (CPL): The amount spent to acquire a lead.

Equation: $\text{Total Marketing Spend} / \text{Total Leads Acquired}$

Lead-to-Customer Rate: Percentage of leads that convert into customers.

Equation: $(\text{Total Customers} / \text{Total Leads}) * 100$

Marketing Qualified Leads (MQLs): Leads deemed more likely to become customers.

Revenue Metrics

Customer Acquisition Cost (CAC): Total cost to acquire a new customer.

Equation: $\text{Total Sales \& Marketing Cost} / \text{Number of New Customers}$

Customer Lifetime Value (CLTV): Total revenue expected from a customer.

Equation: $(\text{Average Purchase Value} * \text{Purchase Frequency})$

Return on Investment (ROI): Efficiency of an investment.

Equation: $(\text{Net Profit} / \text{Total Investment}) * 100$

Online Advertising Metrics

Cost Per Click (CPC): The amount spent per click.

Equation: $\text{Total Spend} / \text{Total Clicks}$

Cost Per Thousand Impressions (CPM): Cost for 1,000 ad impressions.

Equation: $(\text{Total Spend} / \text{Total Impressions}) * 1,000$

Email Marketing Metrics

Open Rate: Percentage of recipients who open an email.

Equation: $(\text{Emails Opened} / \text{Emails Sent}) * 100$

Click-to-Open Rate (CTOR): Percentage of opened emails that had clicks.

Equation: $(\text{Clicks} / \text{Opens}) * 100$

Unsubscribe Rate: Percentage of recipients who unsubscribe.

Equation: $(\text{Unsubscribes} / \text{Emails Sent}) * 100$

Social Media Metrics

Engagement Rate: Interactions per post per follower.

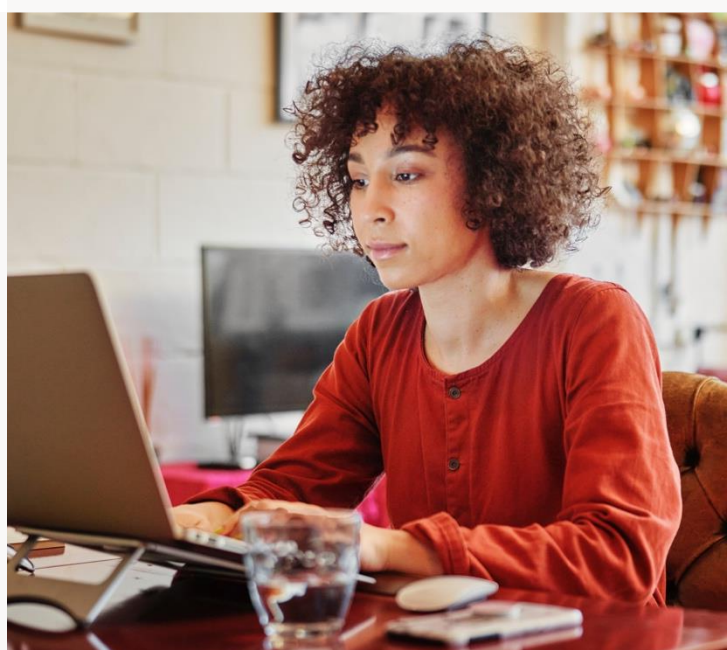
Equation: $(\text{Total Engagements} / \text{Total Followers}) * 100$

Social Share of Voice (SSoV): Brand mentions vs. competitors.

Equation: $(\text{Brand Mentions} / \text{Total Industry Mentions}) * 100$

Follower Growth Rate: Speed of gaining followers.

Equation: $(\text{New Followers} / \text{Total Followers}) * 100$



Content Marketing Metrics



Content Downloads: Number of times content is downloaded.



Content Shares: Number of times content is shared.



Inbound Links: Number of external links pointing to your content.

Quick Reference Terms

Impressions: Number of times content is displayed.

Sessions: A group of interactions that take place on your website within a given time frame.

Attribution: Assigning credit for conversions to different touchpoints in the customer journey.

Churn Rate: Percentage of customers lost over a period of time.

Net Promoter Score (NPS): Measures customer loyalty.

Equation: $\text{Percentage of Promoters} - \text{Percentage of Detractors}$