

10 Most Common B2B Marketing KPIs and How to Use Them

How to set B2B campaign goals

The SMART method for setting goals says each goal should be:

Specific As specific, narrow, and clear as possible.

Measurable Tracked by defined criteria that are quantifiable and measurable.

Achievable Not every goal will be achieved, but it should be possible to achieve given your resources and timeline.

Relevant Align your goal to support your broader objectives.

Time-bound A timeline for completion sets out a finish line.

How to set your KPIs

The first thing to remember when setting your KPIs is that ROI is not a KPI.

Return on investment is an after-the-fact metric, and as such, it won't help you optimize an active campaign that isn't meeting its targets.

If your campaign were a book...

	KPI	ROI
What does it tell us?	Highlights what happens after each chapter	Highlights what happened after the entire story
What should you use it for?	Forward-looking predictor of end performance	Backward-looking informer of future budget allocation decisions

10 of the most common KPIs

1.

Website traffic

2.

Organic traffic

3.

Paid traffic

4.

Cost per click
(CPC)

5.

Click through
rate (CTR)

6.

Conversion
rate

7.

Cost per lead
(CPL)

8.

MQL to SQL
conversion rate

9.

Cost per
acquisition (CPA)

10.

Customer lifetime
value (CLV)

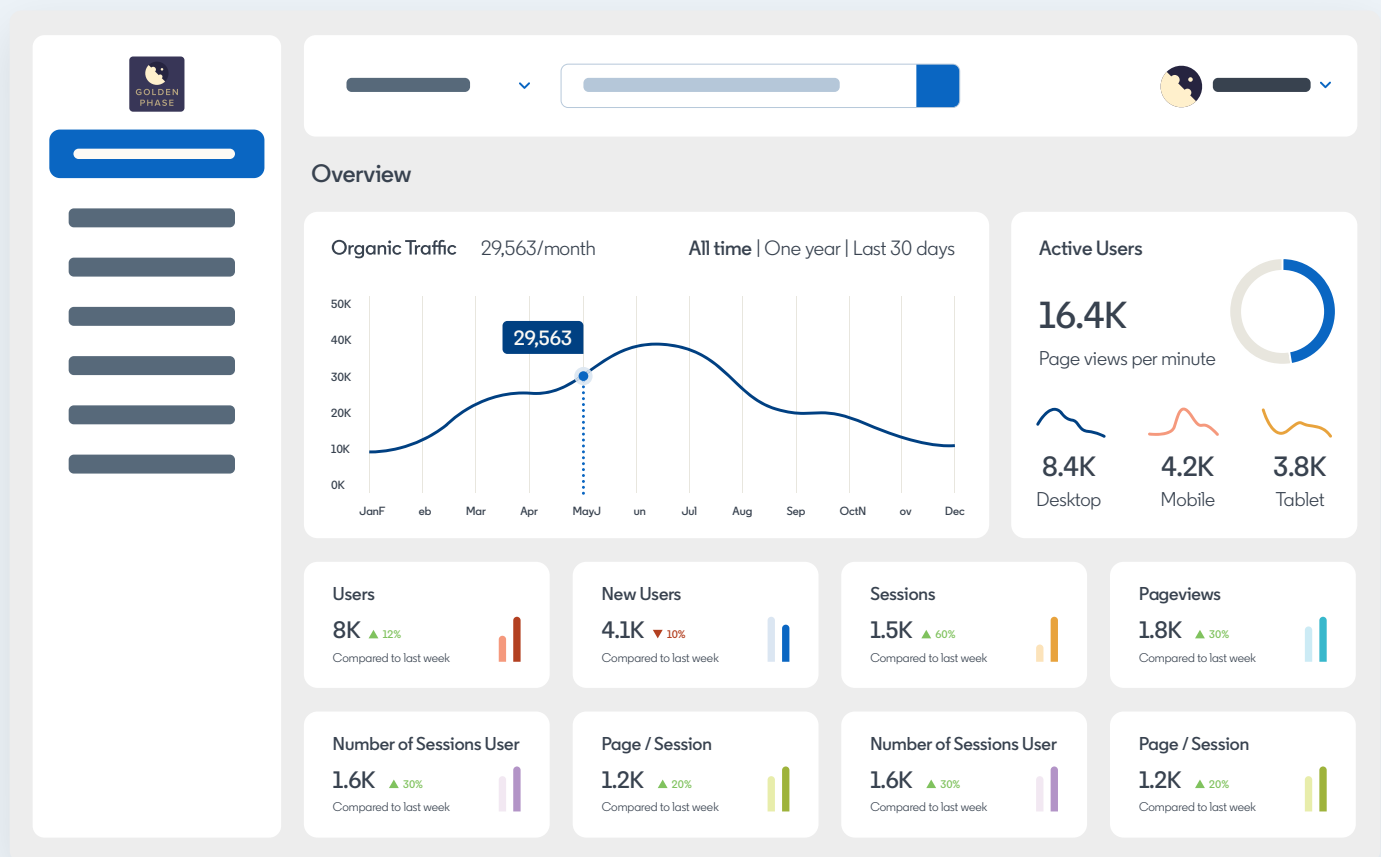
1. Website traffic

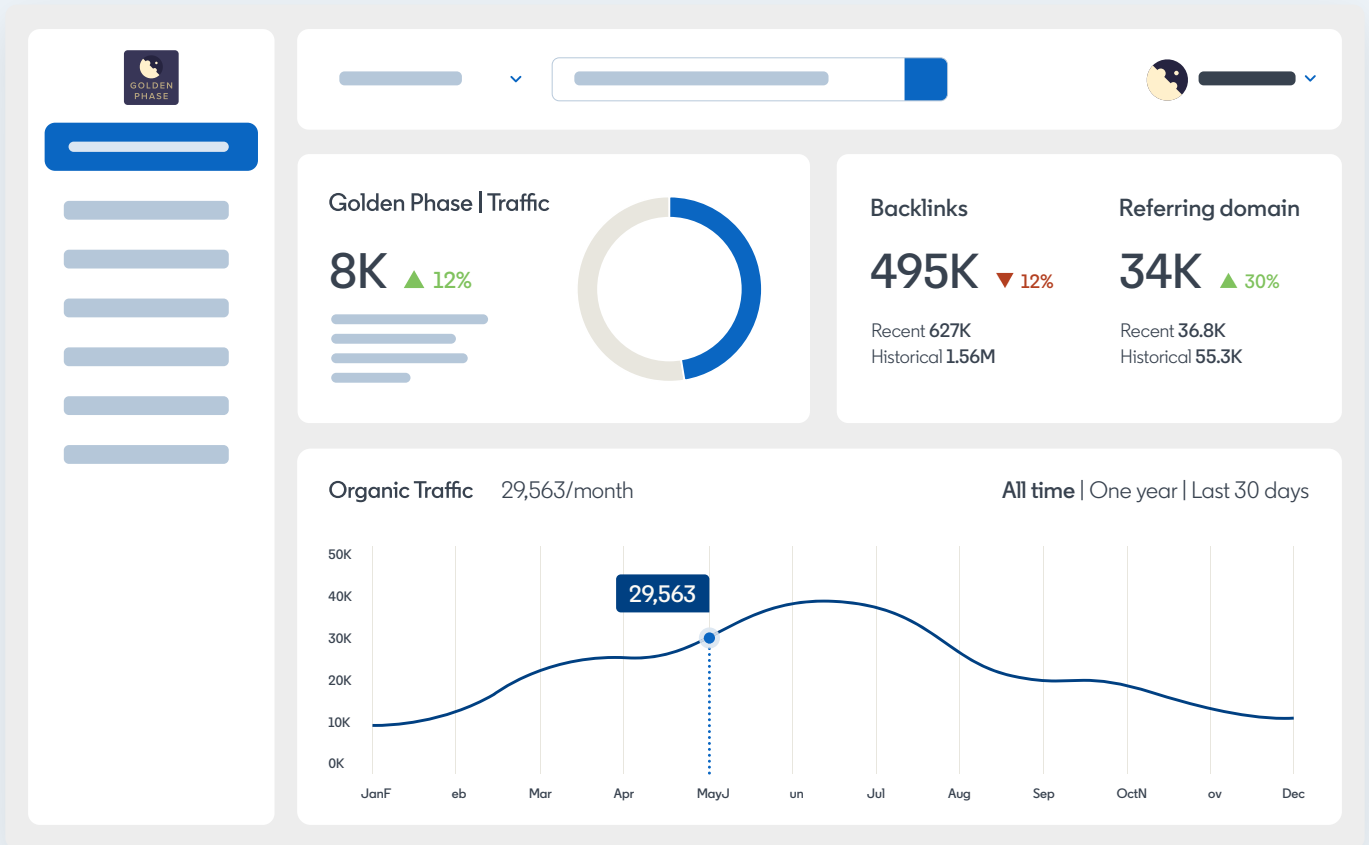
Website traffic = total number of visitors to your website

On its own this KPI does not provide much detailed information. However, it is useful as a baseline to provide context for other traffic metrics, such as organic and paid traffic.



What it tells you: Your campaign is driving people to your website.





2. Organic traffic

Organic traffic = total number of visitors who arrived at your website from a search engine

This metric doesn't include paid ads. It's one of the most useful KPIs for measuring how well your content marketing and SEO strategies are working. Increasing organic traffic is a valuable goal, because these visitors have qualified themselves via search intent and do not require any additional cost to acquire.



What it tells you: Your content is successfully being discovered in searches.

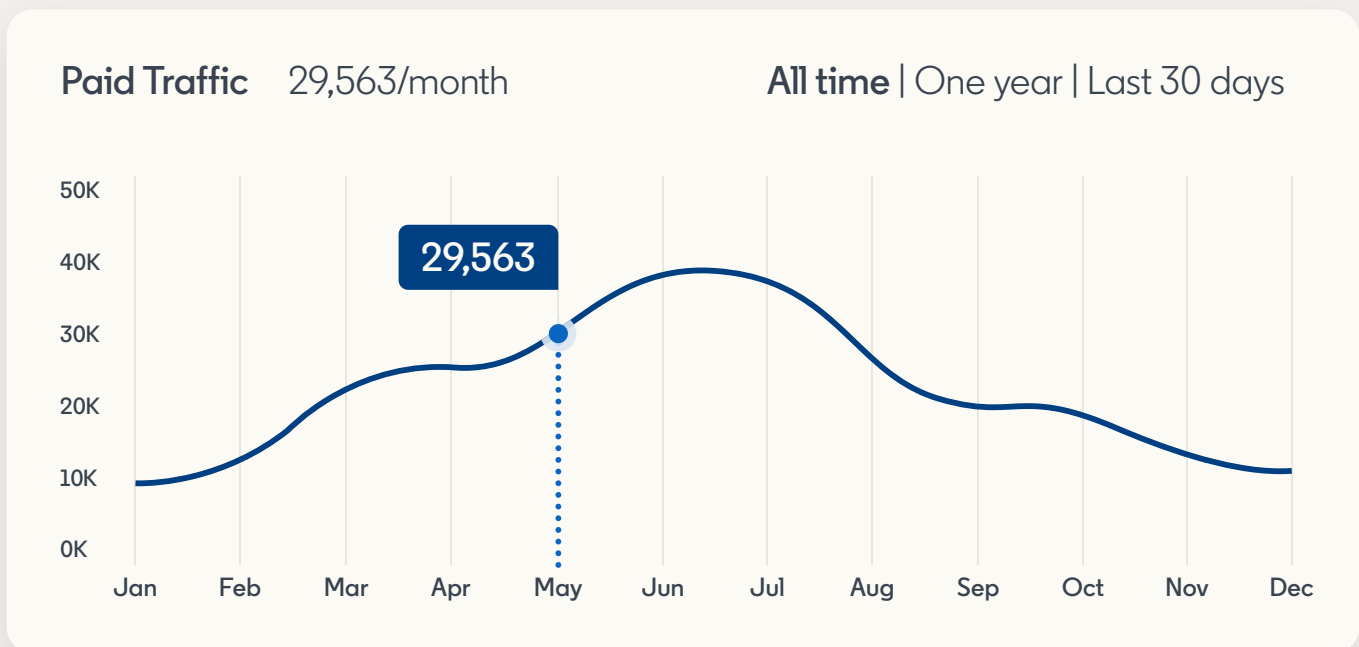
3. Paid traffic

Paid traffic = total number of visitors who arrived at your website through paid promotion

These include campaigns like sponsored content, paid search, and display ads. Paid campaigns are targeted based on advertiser-defined demographics, which allows them to be shown to the audience the advertiser considers most valuable—which is to say, most likely to convert.



What it tells you: Your ads are driving traffic to your content and landing pages.



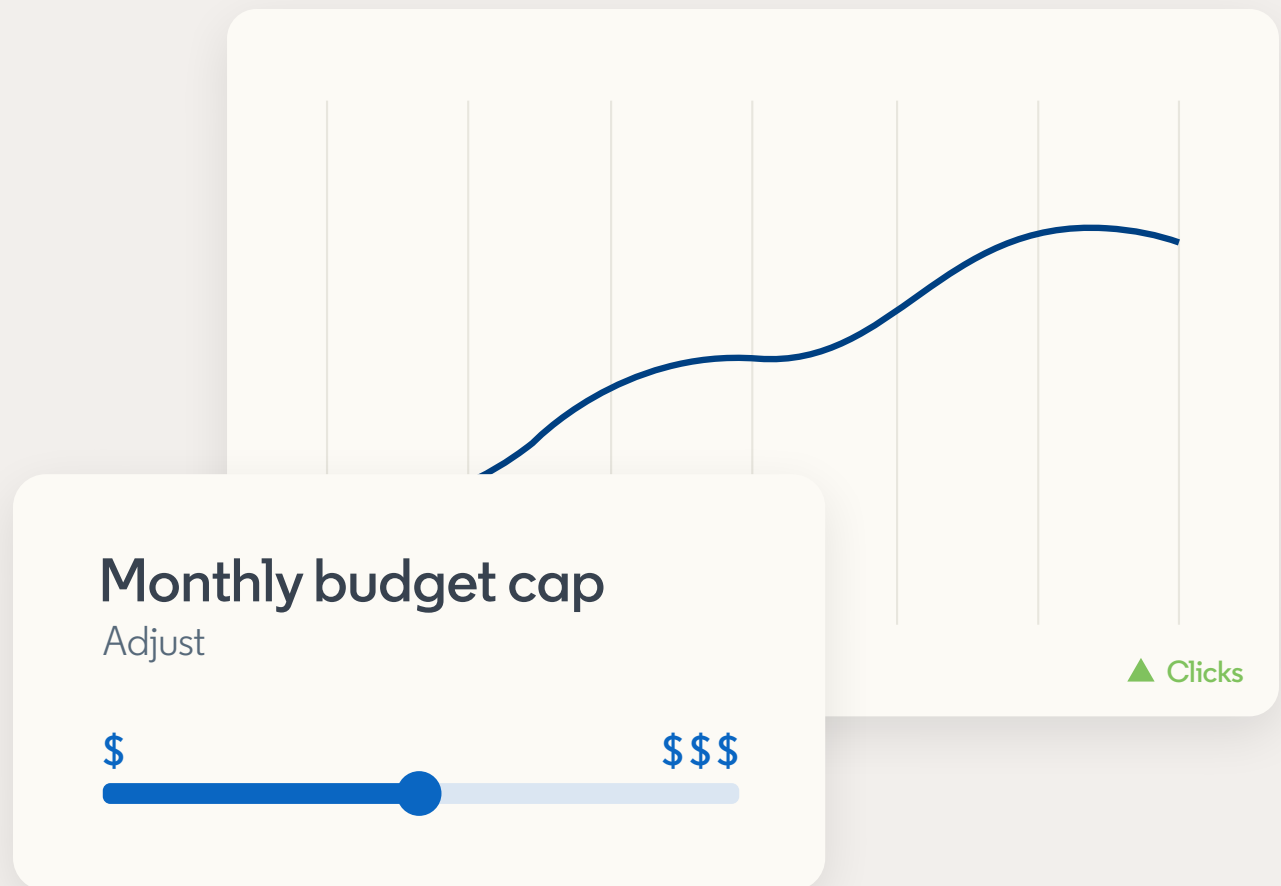
4. Cost per click (CPC)

$$\text{Cost per click (CPC)} = \frac{\text{total amount spent}}{\text{number of clicks a pay-per-click (PPC) campaign had}}$$

More simply: it's how much an advertiser pays for each click. Setting a target or benchmark CPC is useful for determining whether your paid B2B marketing campaigns are making efficient use of your ad spend.



What it tells you: Your campaign is generating clicks at an efficient cost as a result of effective targeting, bidding, and creative.



5. Click through rate (CTR)

$$\text{Click through rate (CTR)} = \frac{\text{number of clicks}}{\text{number of total impressions}}$$

This metric is used in multiple B2B marketing contexts, including email marketing, paid search, sponsored content, and any other campaign where the total number of impressions can be measured along with the number of click throughs. CTR is one of the most common KPIs to optimize around on the fly.

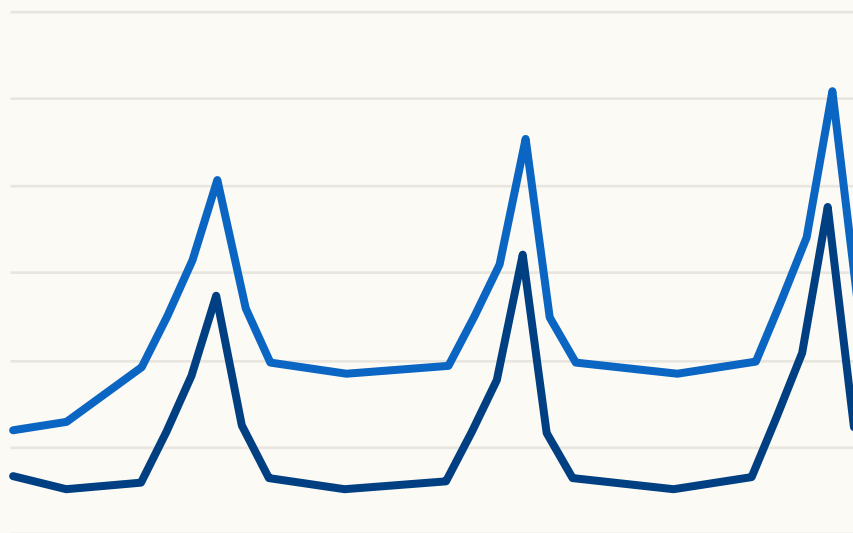


What it tells you: Your messaging, creative, or CTA are compelling viewers to take the desired action and click.

Search Volume

165K ▲ 30%

— Not clicked 51% — Clicked 49%



6. Conversion rate

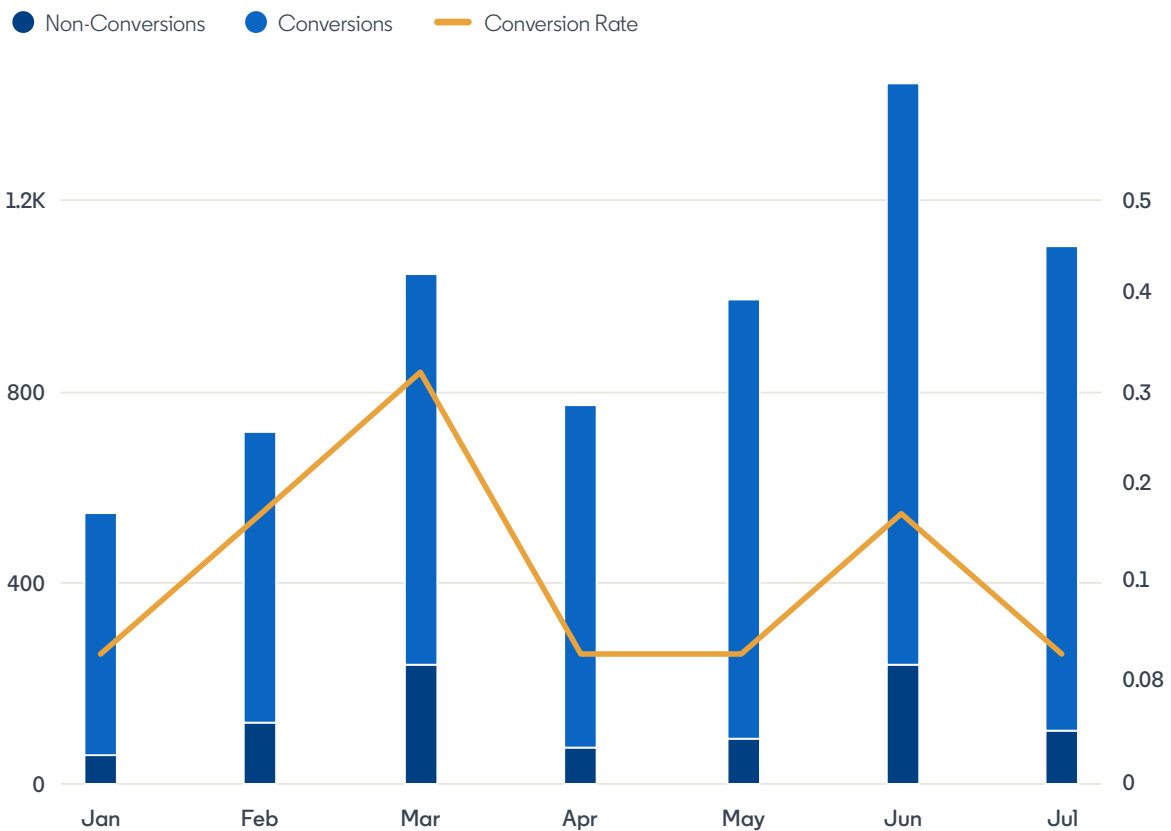
$$\text{Conversion rate} = \frac{\text{number of conversions}}{\text{number of visitors to a page}} \times 100$$

The conversion can be whatever action you want your visitors to take on your page. This could be anything from downloading an ebook, filling out a form, or making a purchase.



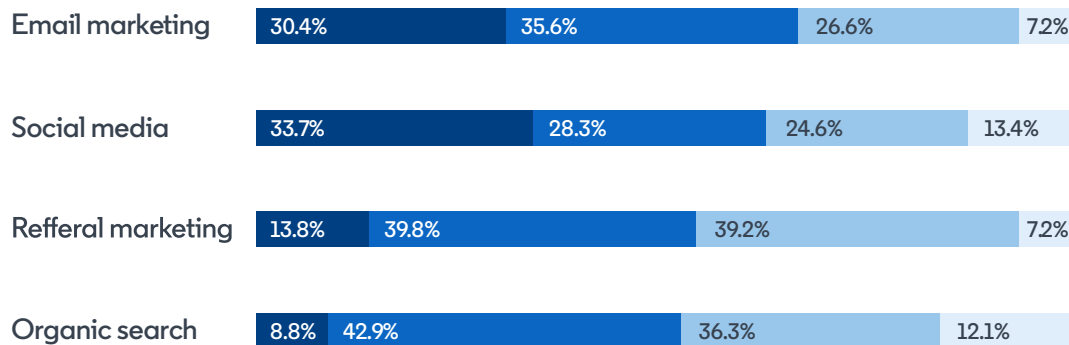
What it tells you: You're doing an effective job of guiding users toward the campaign's intended goals.

Conversion Over Time



Cost per Lead by Channel

● Very low cost ● Somewhat low cost ● Somewhat high cost ● Very high cost



7. Cost per lead (CPL)

$$\text{Cost per lead (CPL)} = \frac{\text{total amount spent}}{\text{number of leads generated}}$$

As with CPC, this KPI will help you understand the trajectory of your B2B marketing campaign and whether or not the results justify the cost. For some organizations, the target CPL will be significantly lower than the expected revenue generated from a single sale. However, other organizations may factor in customer lifetime value (CLV) when setting this KPI.



What it tells you: Your campaigns are making a positive impact on the pipeline at an efficient cost.

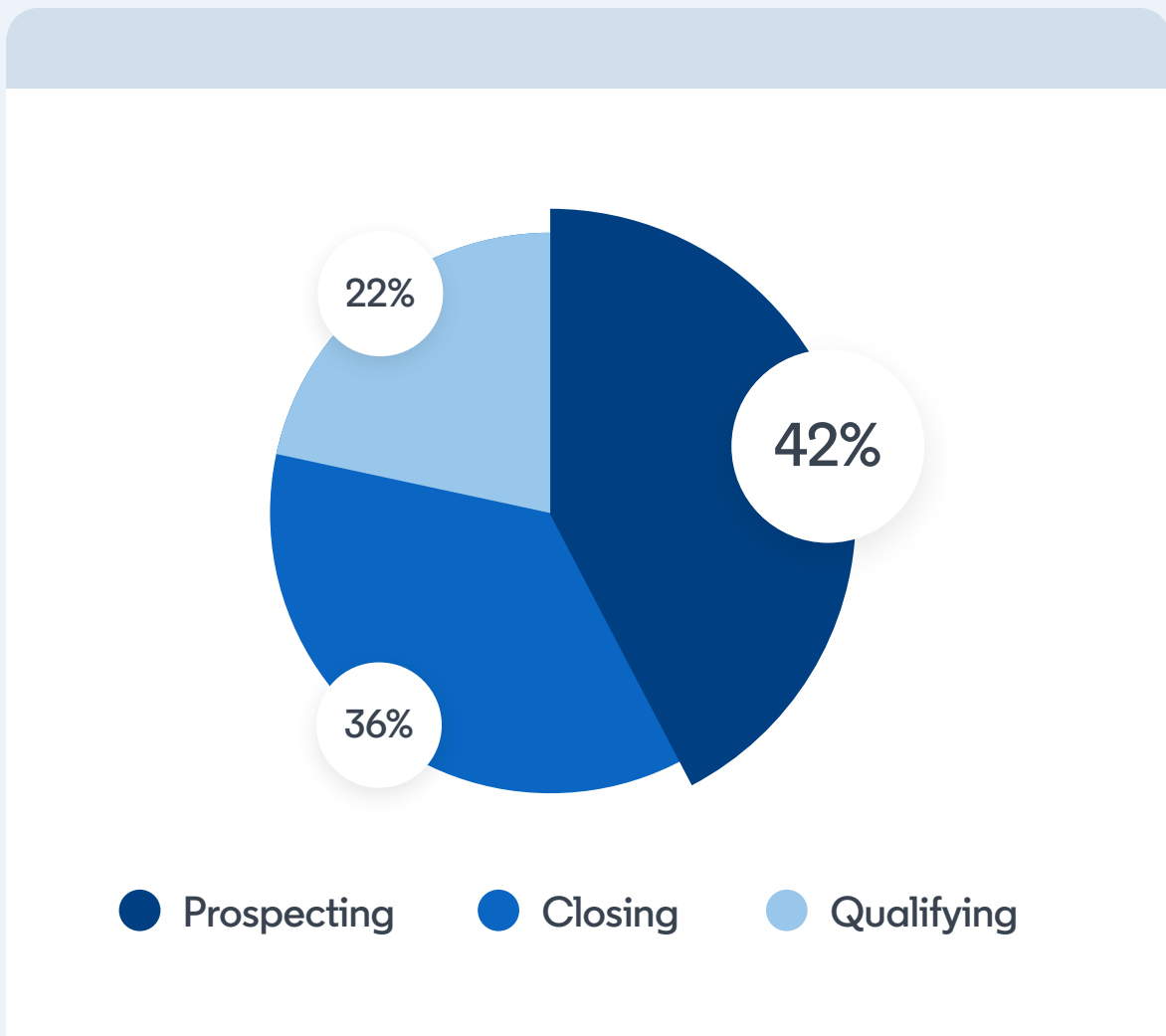
8. MQL to SQL conversion rate

$$\text{MQL to SQL conversion rate} = \frac{\text{\# of Marketing Qualified Leads}}{\text{\# of Sales Qualified Leads}} \times 100$$

Some companies use different but roughly equivalent terminologies, such as lead to opportunity conversion rate. This KPI is useful for understanding the relevance and readiness of audiences being reached through a campaign.

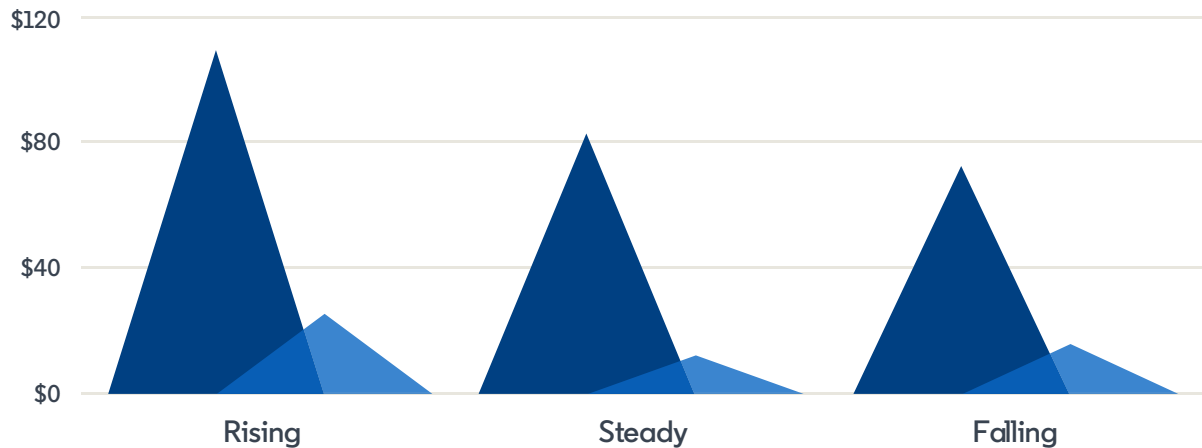


What it tells you: Your campaigns are attracting the right kinds of audiences, and priming them to move forward in the sales funnel.



Aquisition Cost per Customer

● Mean (Average) ● Median (50th Percentile)



9. Cost per acquisition (CPA)

$$\text{Cost per acquisition (CPA)} = \frac{\text{total amount spent}}{\text{number of customers acquired}}$$

At a very high level it indicates how much each customer costs to acquire. CPA is important for obvious reasons but can be limited in its usefulness without added context, such as the long-term impact of brand campaigns on customer acquisition, and the lifetime value of a customer acquired.



What it tells you: Your sales and marketing efforts are converting new customers with efficiency.

10. Customer lifetime value (CLV)

Customer lifetime value (CLV) = total value of a customer during their entire relationship with your brand

It can account for ongoing subscriptions, upsells, referrals, and more. Gaining a complete view of CLV helps your company understand the true ROI of marketing efforts, and tracking it as a KPI helps you optimize around tactics, approaches, and personas that produce the most profitable long-term customers.



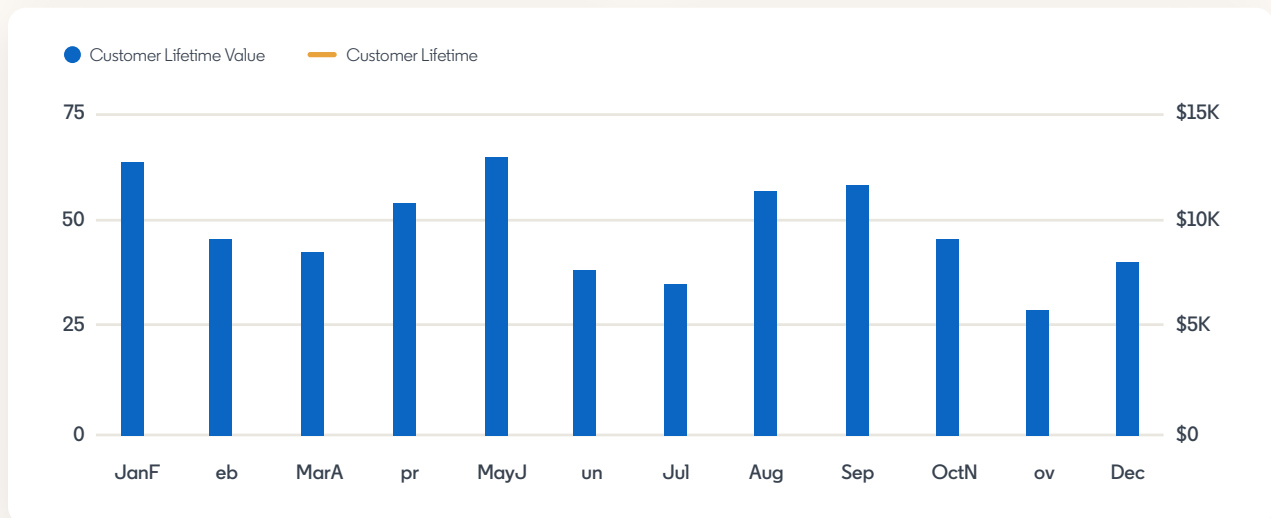
What it tells you: The customers your business is acquiring are providing value and profitability beyond the initial sale.

34 Months

Average Customer Lifetime

\$98,000

Average Lifetime Value



Make B2B everything it can be.

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— with tools built for you.

Get started





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