

How to Talk the Language of Content ROI



KPI

Key Performance Indicator

ROI

Return on Investment

When your brand is navigating a new reality, it can feel like your budget allocation now — and in the future — depends on how your campaign performs just weeks after launch.

To overcome this unwise short-term pressure, educate your stakeholders on the difference between KPI vs. ROI.

KPIs are short-term indicators



Awareness KPIs

- Impressions
- Reach
- Ad recall
- Frequency
- Brand awareness lift
- Favourability lift
- Consideration lift
- Association lift
- Share of voice
- Brand sentiment



Consideration KPIs

- Social engagement
- Company followers
- Website visitors
- Page views
- Bounce rate
- Dwell time
- Open rate
- CPC
- CPV
- CTR



Conversion KPIs

- Conversion rate
- Website conversions
- Offsite conversions
- Leads created
- Lead quality score
- CPL
- CPA

But it's ROI that proves long-term value to the business

Return generated by marketing campaign throughout entire sales cycle



Investment during same period



ROI



Marketing ROI

- Marketing-attributed bookings
- Cost per customer acquisition
- Return on ad spend
- Closed/won deals
- Average deal size
- Win rate
- Share of market