

MEASUREMENT GLOSSARY

CTR (Click-through Rate): The amount of clicks in your campaign divided by the number of impressions or sends.

CPL (Cost Per Lead): The amount of money you spend to acquire a lead.

MQL (Marketing Qualified Lead): A lead that meets marketing's benchmark for being considered a strong prospect. Usually qualified through analytics and/or a lead scoring system.

Lead Score: The methodology marketing uses to identify MQLs.

SQL (Sales Qualified Lead): A lead that Sales has vetted and qualified as a prospective customer.

Marketing Automation System: Technology used to automate marketing actions to improve engagement and efficiency.

CRM (Customer Relationship Management): Technology used to manage and analyze interactions and data throughout the customer lifecycle.

Attribution There are 3 models for marketing attribution: first touch, last touch, and multi-touch.

Your Metric Guidebook

TACTICS	METRICS
Email Marketing	open rate, returning visitors, form fills, MQLs, SQOs, SAOs, retention rate
Search Marketing	leads, cost per lead, form fills, MQLs
Display Ads	leads, cost per lead, form fills, MQLs
PR	Leads, cost per lead, returning visitors
Paid Social Media	leads, cost per lead, returning visitors, MQLs, form fills
Gated Long-Form Content	Form fills, MQLs, SQOs, SAOs
Webinars	Form fills, leads, cost per lead, SAO, SQO, close rate, revenue, retention rate
Demos / Trials	Form fills, leads, cost per lead, SAOs, SQOs, close rate, revenue, retention rate