

Marketing Metrics for Success



CPC = Cost Per Click

$$f(x) = \text{Cost} / \text{Total Clicks}$$

Results can vary based on type and audience.



CTR = Click Through Rate

$$f(x) = \text{Unique Clicks} / \text{Unique Views}$$

Results can vary based on type and audience, 20% CTR is a



CPL = Cost Per Lead

$$f(x) = \text{Cost} / \text{Qualified Leads}$$

HR-related contacts historically average \$30 to \$40 a lead.



CVR = Converted Visitors

$$f(x) = \text{Leads} / \text{Visitors}$$

The closer to 100%, the more optimized a landing page.



CVL = Converted Leads to a Sale

$$f(x) = \text{Sales Transactions} / \text{Leads}$$

Conversion rates can vary, 10% to 20% is a quality rate.



ROI = Return of Investment

$$f(x) = \text{Incremental Revenue} / \text{Marketing Cost}$$

Given a relatively low cost of goods sold, a 2:1 to 3:1 ratio is a decent starting point.