

## eCommerce Website metrics

- Dollars per session (\$/session)
- Conversion rate (CVR)
- Average order value (AOV)
- Average unit retail (AUR)
- Items per transaction (IPT)
- Percent of sessions with site search
- Number of null searches
- Pages per session
- Mobile mix and performance
- Bounce rate
- Cart to detail
- Purchase to detail

## General digital marketing metrics

- Cost per acquisition (CPA) / Cost per Lead (CPL) / Cost per order (CPO)
- New customer rate (%)
- Cost per new customer (CPNC)
- Customer acquisition cost (CAC)
- Return on ad spend (ROAS)
- Advertising to Sales (A/S) Ratio

## General business metrics

- Customer lifetime value (LTV)
- Customer retention rate (CRR)
- Customer repurchase rate
- Purchase frequency
- Net promoter score (NPS)

## Additional unique metrics (sub-KPIs) per channel

### Affiliates

- Number of active publishers (click)
- Number of active publishers (order)
- Percent of revenue from top 10 publishers
- Percentage of content vs. coupon affiliates
- Number of active affiliates added

### Display

- Click-through rate
- Percent of revenue from retargeting ads

### Email / SMS

- Open rate
- Unsubscribe rate
- Number of new email / SMS subscribers
- Inbox placement percentage
- Revenue per 1K sent
- Click to open rate
- Percent of revenue from triggered emails

### Organic Search

- Brand to non-brand revenue ratio
- Google as a percent of organic traffic and sales
- Number of pages indexed
- Number of referring domains added

### Paid Search

- Trademark to non-brand revenue ratio
- Google as a percent of paid search traffic and sales
- Traffic and sales by search engine

### Paid Social

- Performance by platform

### Referrals

- Performance (e.g., revenue, conversion) by referral source

### Shopping Ads

- Number of products sent (Merchant Center)
- Performance by publisher (e.g., Google, Amazon)

### Social Media (organic)

- Performance by social source
- Number of total followers
- Social engagement rate

### Video

- View count
- Play rate
- Watch time
- Video engagement rate