

The Ultimate Marketing KPI Cheat Sheet

Measurable KPIs are the key to getting the most from your content. Start with clear goals, so every piece drives the results you need.

1 Customer acquisition

Bring in new customers and grow your audience.

Lead Generation

Measures the number of potential customers entering your pipeline. *E.g., Number of sign-ups for a free trial or a gated piece of content.*

Customer Acquisition Cost (CAC)

Tracks the cost of acquiring each customer. *E.g., How much did you spend on ads to convert one customer?*

Conversion Rate

Shows the percentage of leads that turn into paying customers. *E.g., How many people who clicked your ad completed a purchase?*

Website Traffic

Tracks the number of visitors to your site, reflecting visibility. *E.g., Monthly unique visitors to your website.*

2 Customer engagement & retention

Keep your customers happy, engaged, and coming back for more.

Engagement Rate

Measures interaction with your content (likes, comments, shares). *E.g., Instagram post engagement percentage.*

Net Promoter Score (NPS)

Gauges customer loyalty and likelihood to recommend. *E.g., How likely are customers to recommend your service?*

Churn Rate

Tracks the percentage of customers who stop using your product. *E.g., Customers lost over the last month.*

Repeat Purchase Rate

Measures how often customers return to make another purchase. *E.g., Percentage of customers making multiple purchases.*

3 Customer acquisition

Understand your financial performance and identify growth opportunities.

Average Order Value (AOV)

Shows the average amount spent per order. *E.g., How much does the average customer spend on one transaction?*

Sales Growth Rate

Measures the increase in sales over time. *E.g., Monthly sales growth percentage.*

Customer Lifetime Value (CLTV)

Calculates total revenue generated from a customer over their lifetime. *E.g., Average customer revenue over 12 months.*

Revenue Per Customer

Shows how much revenue each customer contributes. *E.g., Monthly revenue divided by active customers.*

4 Brand awareness & impact

Track how well your brand is recognised in the market.

Brand Mentions

Counts how often your brand is mentioned across platforms. *E.g., Social media tags, reviews, or mentions.*

Share of Voice

Measures your brand's presence compared to competitors. *E.g., Percentage of online discussions about your brand vs. competitors.*

Social Media Reach

Tracks how many people see your content. *E.g., Total impressions on your Instagram posts.*

Search Volume for Branded Keywords

Measures how often your brand is searched. *E.g., Monthly searches for "Contentoo."*

5 Marketing ROI

Ensure your marketing efforts are paying off.

Return on Investment (ROI)

Tracks the revenue generated per marketing dollar spent. *E.g., Revenue from ad campaign divided by ad spend.*

Cost Per Lead (CPL)

Measures the cost of acquiring one lead. *E.g., Ad spend divided by total leads generated.*

Cost Per Click (CPC)

Tracks how much each ad click costs. *E.g., Total ad spend divided by number of clicks.*



Pro tip

Align your KPIs with your business objectives. For example, if launching a new product, focus on Customer Acquisition KPIs like lead generation and CAC.

