Marketing Communications Metrics

Metric	Explanation	Useful For	How to Create an Actionable Plan
Message Reach	Number of people exposed to the communication message.	PR Teams, Brand Managers	Identify key platforms with the highest reach and optimize distribution channels to maximize visibility.
Audience Sentiment	Measures public sentiment (positive, neutral, negative) about your brand.	PR Analysts, Communications Managers	Use sentiment analysis tools to track trends, address negative feedback, and amplify positive messages.
Share of Voice (SOV)	The percentage of brand mentions compared to competitors in media coverage.	PR Specialists, Brand Strategists	Monitor competitor mentions, increase media outreach efforts, and engage in thought leadership to improve SOV.
Message Recall	Percentage of the audience that remembers the key messages communicated.	Brand Teams, Communication Strategists	Conduct surveys or focus groups to gauge recall, and refine messaging to improve clarity and memorability.
Engagement Rate	Interaction percentage on communication platforms (e.g., likes, comments).	Social Media Managers, Campaign Leads	Optimize content for higher engagement by experimenting with formats, visuals, and storytelling techniques.
Media Impressions	Total number of times your media placements are viewed.	PR and Media Relations Teams	Increase media partnerships, use captivating headlines, and pitch stories to top-tier publications to improve impressions.
Internal Communication Open Rate	Percentage of employees who open internal communications emails or messages.	Internal Comms Teams, HR	Test different subject lines, personalize communications, and ensure relevance to employee needs to boost open rates.
Employee Engagement in Communications	Measures employee participation in campaigns or surveys.	HR, Internal Comms Teams	Enhance internal campaign strategies, incentivize participation, and involve employees in planning and feedback sessions.
CSR Impact	Assesses the awareness and response to corporate social responsibility programs.	CSR Committees, PR Teams	Measure participation, track outcomes, and communicate the impact clearly to internal and external stakeholders.

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Crisis Communication Response Time	Time taken to respond to crises or PR issues.	Crisis Management Teams, PR Heads	Develop pre-approved crisis plans, ensure clear approval workflows, and use monitoring tools to improve response times.
Website Traffic from Campaigns	Number of visitors driven to your website through communication efforts.	Digital Teams, PR Managers	Track campaign-specific URLs, use UTM parameters, and refine targeting strategies to drive relevant traffic.
Lead Generation	Number of qualified leads generated through communication campaigns.	Marketing and Sales Teams	Align messaging with lead magnets (e.g., whitepapers, webinars) and optimize CTAs to improve lead quality and volume.
Event Participation	Number of attendees and engagement level at events (physical or virtual).	Event Planners, Communication Teams	Create targeted invitations, promote events effectively, and gather feedback post-event to improve future attendance and engagement.
Cost Per Engagement (CPE)	Cost associated with each interaction on communication channels.	Budget Analysts, Campaign Managers	Optimize budget allocation by analyzing channels with lower CPE and reallocating resources to high-performing platforms.
Conversion Rate of Campaigns	Percentage of audience completing desired actions after a campaign (e.g., sign-ups).	Performance Analysts, Marketing Leads	A/B test campaign messaging and visuals, improve landing pages, and align CTAs with audience expectations to boost conversions.

Marketing Analytics Metrics

Category	Metric	Explanation	How to Create an Actionable Plan
Website	Traffic Sources	Tracks where visitors come from (direct, organic search, social, referral).	Focus on high-performing channels and optimize underperforming ones by adjusting campaigns or creating targeted content for weak sources.
	Bounce Rate	Percentage of visitors who leave after viewing one page.	Improve page content, enhance user experience (UX), or optimize loading times to reduce bounce rates.
	Average Session Duration	The average time users spend on your website.	Create engaging content and clear navigation paths to increase session duration.
	Conversion Rate	Percentage of website visitors who complete a desired action (e.g., form submission, purchase).	Test and optimize CTAs, landing pages, and user journey to improve conversions.
Social Media	Engagement Rate	Interaction percentage (likes, comments, shares) relative to total followers or reach.	Analyze which posts resonate with the audience and replicate or refine successful strategies.
	Follower Growth Rate	Percentage growth of followers over a specific period.	Plan campaigns or collaborations to attract more followers and maintain steady growth.
	Reach	Number of unique users who see your content.	Experiment with posting times, content types, and ad spend to improve visibility.
	Click-Through Rate (CTR)	Percentage of users who click on a link in your social posts.	Use compelling CTAs and test different formats or visuals to boost CTR.
Paid Search	Cost Per Click (CPC)	Amount spent on each ad click.	Adjust keyword bids and prioritize cost-efficient but high-performing keywords.
	Quality Score	Google Ads metric assessing relevance of keywords, ads, and landing pages.	Optimize ad relevance and landing page experience to improve scores and reduce costs.
	Impression Share	Percentage of times your ads are shown compared to competitors.	Increase budget or refine targeting for high-potential keywords to improve impression share.

	Return on Ad Spend (ROAS)	Revenue generated for every dollar spent on ads.	Identify high-ROAS campaigns and allocate more budget to them while pausing underperforming campaigns.
Email	Open Rate	Percentage of recipients who open your email.	Test subject lines, sender names, and timing to improve open rates.
	Click-to-Open Rate (CTOR)	Percentage of email openers who click on a link in the email.	Enhance email design and CTA placement to encourage clicks.
	Unsubscribe Rate	Percentage of recipients who unsubscribe after receiving an email.	Review email frequency and relevance; segment your audience for better personalization.
	Conversion Rate	Percentage of email recipients who complete a desired action after clicking a link.	Refine email content, improve landing pages, and ensure a seamless user journey to boost email conversions.