

AWARENESS

INTEREST

DECISION

ACTION

NT.Technology KPI Map

1
Attraction

Tell about yourself



Reach

the number of unique users who saw the ad



Frequency

the frequency of ad impression per unit of time or during the entire campaign



Brand lift

advertising effectiveness evaluation and brand loyalty research



Post-view conversions

conversions that are made during 30 days (standard) after the user saw the ad but didn't click on it



CPM (Cost per Mile)

the cost for 1 000 ad impressions



CPM (View)

the cost for 1 000 video views

Traffic volume
Traffic sources
Post-view conversions
CPC (Cost Per Click)

2
Engagement

Create interest



Traffic volume

the number of website visitors



Traffic sources

channels that drive users: organic search, social networks, browser bookmarks, etc.

Traffic Quality Metrics



Page depth

the average number of pages the user views during one session



Average session duration

average time the user spends on the website studying your offer



Bounce rate

the number of users who don't want to interact with the website and leave. Here we track whether users left immediately



CPC (Cost per Click)

the amount advertiser pays for each click on the ad



CTR (Click Through Rate)

the ratio of clicks and impressions that shows the ad attractiveness



CPM(V)

the cost for 1 000 video views

Reach
Frequency
Post-view conversions

3
Conversion

Create a desire to buy



Conversion Rate*

the percentage of users that made the target action on the website: made a purchase, left request, submitted application



Conversions

the number of completed target actions: newsletter subscriptions, sending contact information, likes, etc.



CPA (Cost per Action)

payment for a target action that can be registrations, viewing more than 2 pages, viewing services, newsletter subscriptions, etc.



CPL (Cost per Lead)

payment for a lead. Lead is the user's contact information (filling out the form, registration for a test drive, etc.)



CPI (Cost per Install)

for Mobile App: payment for mobile app installation



CPO (Cost per Order)

payment for making an order



Last-click conversions

the number of conversions that were attributed to the last channel that was before completing the target action (e.g. making a purchase)



Assisted conversions

the number of conversions that were attributed to the assisted channel. So, this channel assisted in completing the target action, but it wasn't the last one

IT LOOKS LIKE IT'S TIME TO ANALYZE

Measurement is the key to any process optimization, and advertising campaigns are not an exception.

If you don't understand what to measure, you don't understand what to optimize and what to do next.

If you want to choose effective advertising tools, you should measure their performance correctly in every case.



Wow, you have a really good conversion rate! How much did you make? Really?

WHAT YOU SHOULD ALSO PAY ATTENTION TO



CPS (Cost per Sale) – payment for a sale. The sale is considered completed, when the user showed a clear desire to make a purchase, provided necessary information about himself, transferred the prepayment or the full price of the product to the seller's account.



RVR (Return Visit Ratio) – the ratio of returning visits to all visits. This metric helps to measure users' interest in the website.



LTV (Lifetime Value) – lifetime customer value, the company's revenue received from the customer. In order to calculate it, you need to deduct the expenses for customer's attraction and retention from the amount of revenue from the customer.



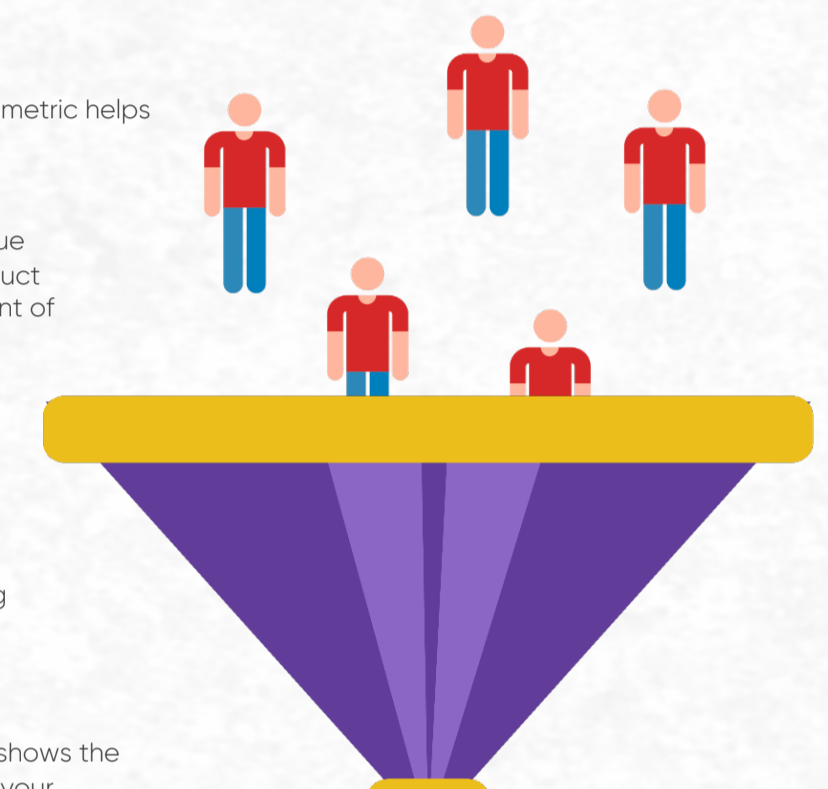
AOV (Average Order Value) – the ratio of the total revenue to the number of orders during the certain period of time.



CAC (Customer Acquisition Cost) – the ratio of the entire advertising investments for a certain period to the number of acquired customers during the same period.



ROI (Return of Investment) – the key return on ad spend metric that shows the ratio of profit (loss) and investments. It helps to understand whether your strategy has been effective, whether efforts have been profitable and good for business.



There is no single rule which metrics you should take into account. In addition, the value of the same metrics indicates the opposite things for various digital segments. For example, you can't compare CTR for a social media advertising post and CTR for a banner.

You should set clear and unambiguous goals, but not vague such as "to improve website conversion", "to reduce bounce rate", etc. The best way to set goals and KPI is to use the SMART method, which means that your goals and KPI should be:



Specific



Measurable



Achievable



Relevant



Time bound

AD INVENTORY & THE SALES FUNNEL

