

eCommerce Content Measures to Consider

Measure

Brand Measures

- Unique visitors
- New visitors
- Brand/direct visits
- Audience share

Content Performance Measures

- Share of audience
- Key sites with your content visible in search
- Follower or fan volumes
- Share of search/findability
- Inbound links
- Referring domains

Commercial Measures

- Cost per click and cost per sale
- Brand awareness

Reach

Act

Convert

Engage

- Lead volume
- Percent product/service interactions
- Pages per visit

- Page engagements
- Shares by users
- Comments and site interactions

- Goal value per visit
- Online lead contribution
- Cost per lead
- Customer satisfaction

- Sales volume
- Lead volume
- Follower or fan volume

- Lead sign-up and conversion rate by engagement tool
- Subscription to email list

- Conversion rate to sale
- Channel conversion rate
- Online-originated sales, revenue and product
- Average order value or cost per sale

- Email list quality
- Repeat transactions
- Repeat visits

- Active customers
- Conversion to fan or follower
- Percentage of social interactions with content
- Repeat conversion rate
- Email open

- Retained sales growth and volume
- Revenue per visit
- Revenue per channel and category
- Lifetime value or customer / loyalty