

Digital Media Glossary

Essential Digital Media & Marketing Metrics

1. Impressions

Impressions represent the total number of times an advertisement, post, or piece of content is displayed on a screen. It does not require user interaction. This metric measures potential visibility and scale, helping marketers assess reach opportunities and campaign exposure across digital platforms.

2. Reach

Reach indicates the number of unique users who have seen a piece of content or advertisement at least once. Unlike impressions, reach eliminates duplication. It is crucial for understanding how many distinct individuals a campaign touches and is commonly used for awareness-focused campaigns.

3. Clicks

Clicks measure the number of times users click on an ad, link, or call-to-action. This metric reflects initial user interest and engagement. Clicks are foundational for traffic-driven campaigns and are often analysed alongside impressions to evaluate campaign effectiveness.

4. Click-Through Rate (CTR)

CTR is calculated by dividing total clicks by total impressions and expressing it as a percentage. It measures how compelling an ad or message is to users. A higher CTR generally indicates stronger creative relevance, messaging clarity, and audience targeting accuracy.

5. Cost Per Click (CPC)

CPC represents the amount an advertiser pays for each click on their ad. It is a core paid media efficiency metric. Lower CPC typically indicates effective targeting and creative performance, while higher CPC may signal competitive bidding or weak ad relevance.

6. Cost Per Mille (CPM)

CPM refers to the cost an advertiser pays for one thousand ad impressions. It is widely used in awareness and reach-based campaigns. CPM helps marketers evaluate media buying efficiency and compare costs across platforms, publishers, and audience segments.

7. Engagement

Engagement measures user interactions with content, including likes, comments, shares, saves, clicks, or reactions. It reflects content relevance and resonance with the audience. Engagement is especially important for social media strategies focused on relationship building and brand affinity.

8. Engagement Rate

Engagement rate is calculated by dividing total engagements by total impressions or reach. It provides a normalized view of how actively users interact with content. This metric allows fair comparison across posts, campaigns, or accounts regardless of audience size.

9. Video Views

Video views track how many times a video has been watched, based on platform-specific criteria. This metric helps assess video content performance and audience interest. Definitions vary by platform, so marketers must align interpretation with platform measurement standards.

10. Video Completion Rate

Video completion rate measures the percentage of viewers who watched a video until the end. It indicates content quality, storytelling effectiveness, and audience relevance. High completion rates often signal strong creative execution and appropriate video length for the platform.

11. Bounce Rate

Bounce rate represents the percentage of users who leave a website after viewing only one page without interaction. A high bounce rate may indicate poor landing page relevance, slow load times, or mismatched traffic sources. It is a critical website experience metric.

12. Session Duration

Session duration measures the average amount of time users spend on a website during a visit. Longer sessions typically indicate higher content relevance and engagement. This metric helps marketers evaluate user experience quality and content effectiveness.

13. Pages Per Session

Pages per session indicate the average number of pages viewed during a single website visit. Higher values suggest deeper user engagement and interest. This metric is commonly used to assess website navigation quality and content discovery effectiveness.

14. Conversion

A conversion occurs when a user completes a desired action, such as a purchase, sign-up, download, or lead submission. Conversions are defined by business objectives and are central to performance marketing measurement and campaign optimization.

15. Conversion Rate

Conversion rate is calculated by dividing total conversions by total visitors or clicks. It measures how effectively traffic is converted into desired actions. This metric is critical for evaluating landing page performance, funnel efficiency, and overall marketing effectiveness.

16. Cost Per Conversion

Cost per conversion represents the average cost incurred to generate one conversion. It is calculated by dividing total ad spend by total conversions. This metric helps marketers evaluate return efficiency and optimize budgets toward high-performing channels.

17. Cost Per Acquisition (CPA)

CPA measures the cost required to acquire a customer or lead. It is a bottom-funnel performance metric widely used in paid advertising. Lower CPA generally indicates more efficient targeting, creative, and conversion funnel performance.

18. Return on Ad Spend (ROAS)

ROAS measures revenue generated for every unit of advertising spend. It is calculated by dividing revenue by ad spend. This metric is critical for ecommerce and revenue-driven campaigns, helping marketers assess direct financial performance of paid media.

19. Customer Lifetime Value (CLV / LTV)

CLV estimates the total revenue a customer generates over the entire relationship with a brand. It helps businesses understand long-term value rather than single transactions. CLV is essential for budgeting, retention strategies, and acquisition cost planning.

20. Churn Rate

Churn rate measures the percentage of customers who stop using a product or service during a specific period. It is especially important for subscription-based and SaaS businesses. Lower churn indicates better retention and stronger customer satisfaction.

21. Retention Rate

Retention rate represents the percentage of customers who continue engaging or purchasing over time. It reflects brand loyalty and customer satisfaction. This metric is critical for long-term growth strategies and is often analysed alongside churn rate.

22. Lead

A lead is a potential customer who has expressed interest by sharing contact information or engaging with a form. Leads are top- or mid-funnel indicators and are essential for B2B and service-based marketing measurement.

23. Cost Per Lead (CPL)

CPL measures the average cost required to generate one lead. It is calculated by dividing total campaign spend by total leads generated. This metric helps evaluate lead generation efficiency across platforms and campaigns.

24. Marketing Qualified Lead (MQL)

An MQL is a lead deemed more likely to convert based on predefined criteria such as behavior, demographics, or engagement level. This metric helps align marketing and sales teams and improves funnel quality assessment.

25. Sales Qualified Lead (SQL)

An SQL is a lead that has been vetted by the sales team and is considered ready for direct sales engagement. This metric indicates funnel maturity and lead quality effectiveness generated by marketing activities.

26. Traffic

Traffic refers to the total number of users visiting a website or app within a given period. It includes users from all channels such as organic search, paid ads, social media, referrals, and direct visits. Traffic volume indicates demand generation effectiveness and brand visibility.

27. Organic Traffic

Organic traffic consists of visitors who arrive via unpaid search engine results. This metric reflects SEO performance, content relevance, and keyword visibility. Growth in organic traffic typically indicates strong search presence and reduced dependency on paid media for traffic acquisition.

28. Paid Traffic

Paid traffic includes users who visit a website through paid advertising campaigns. This metric helps evaluate the impact of media spend on driving visitors. Paid traffic is essential for scaling quickly and is often analyzed alongside conversion rate and cost efficiency.

29. Referral Traffic

Referral traffic comes from users clicking links on external websites that lead to your site. This metric indicates partnership effectiveness, backlink quality, affiliate performance, and earned media exposure. Strong referral traffic often reflects good brand credibility and ecosystem integration.

30. Direct Traffic

Direct traffic represents users who arrive by typing the website URL directly or using bookmarks. It is often associated with brand strength, customer loyalty, and repeat visits. High direct traffic typically signals strong brand recall and offline-to-online influence.

31. Impression Share

Impression share measures the percentage of total available impressions your ads received compared to the maximum possible. It indicates market visibility and competitiveness. Low impression share may be caused by budget constraints, low bids, or weak ad relevance.

32. Frequency

Frequency represents the average number of times a single user sees an ad. It helps control ad fatigue and message saturation. Excessive frequency can reduce effectiveness and increase annoyance, while low frequency may limit message recall.

33. Quality Score

Quality Score is a platform-assigned rating based on ad relevance, expected CTR, and landing page experience. Higher scores typically lower CPC and improve ad placement. It is a critical optimization lever in paid search and performance advertising.

34. Ad Relevance Score

Ad relevance score evaluates how closely an ad aligns with the target audience's interests and intent. Higher relevance improves engagement, lowers costs, and enhances delivery efficiency. This metric is especially important for social media and display advertising platforms.

35. Landing Page Conversion Rate

This metric measures the percentage of visitors who complete a desired action after arriving on a specific landing page. It reflects message match, design quality, load speed, and clarity of call-to-action. It is central to conversion rate optimization efforts.

36. Funnel Drop-Off Rate

Funnel drop-off rate measures the percentage of users who exit at each stage of the conversion funnel. It helps identify friction points and optimization opportunities. Reducing drop-offs improves overall conversion efficiency and customer experience.

37. Attribution

Attribution assigns credit to marketing touchpoints that contribute to a conversion. It helps marketers understand which channels, ads, or interactions drive results. Proper attribution improves budget allocation and performance decision-making across the marketing mix.

38. First-Click Attribution

First-click attribution assigns full credit to the first interaction a user has before converting. It highlights channels that drive awareness and discovery. This model is useful for understanding top-of-funnel performance but may undervalue later-stage interactions.

39. Last-Click Attribution

Last-click attribution gives full conversion credit to the final interaction before conversion. It is widely used due to simplicity. While effective for measuring closing channels, it often undervalues awareness and consideration-stage touchpoints.

40. Multi-Touch Attribution

Multi-touch attribution distributes conversion credit across multiple interactions in the user journey. It provides a more holistic view of marketing effectiveness. This approach supports smarter budget allocation by recognizing the combined impact of channels.

41. Assisted Conversions

Assisted conversions track the number of conversions a channel helped influence without being the final touchpoint. This metric reveals hidden value of upper- and mid-funnel channels that support conversions indirectly.

42. View-Through Conversions

View-through conversions occur when users see an ad but do not click, yet later convert. This metric highlights branding and awareness impact, particularly for display and video campaigns where immediate clicks are less common.

43. Cost Per Thousand Reach (CPTR)

CPTR measures the cost required to reach one thousand unique users. Unlike CPM, it focuses on unique reach rather than impressions. This metric is valuable for brand awareness campaigns prioritizing audience coverage over repetition.

44. Incrementality

Incrementality measures the additional impact generated by a marketing activity beyond what would have occurred naturally. It helps identify true lift from advertising. This metric is critical for understanding real value and avoiding over-attribution.

45. Share of Voice (SOV)

Share of Voice represents a brand's advertising presence compared to competitors within a market. It is often measured by impression share or spend share. Higher SOV typically correlates with stronger brand awareness and market influence.

46. Brand Lift

Brand lift measures changes in brand perception, awareness, consideration, or intent after exposure to advertising. It is commonly gathered through surveys. This metric evaluates branding effectiveness beyond direct performance outcomes.

47. Sentiment Analysis

Sentiment analysis evaluates whether online mentions are positive, negative, or neutral. It helps assess brand reputation and audience perception. This metric is commonly used in social media monitoring and public relations measurement.

48. Social Share

Social share measures how often content is shared across social platforms. It reflects content virality and audience advocacy. Higher shares typically indicate strong emotional resonance or informational value.

49. Virality Rate

Virality rate measures how frequently content is shared relative to views or reach. It helps identify highly shareable content formats. This metric is especially important for organic growth strategies and social-first campaigns.

50. Follower Growth Rate

Follower growth rate tracks how quickly an account gains new followers over time. It reflects brand interest and content effectiveness. This metric is more meaningful than total followers when evaluating momentum and audience expansion.

51. Open Rate

Open rate measures the percentage of recipients who open an email campaign. It reflects subject line effectiveness, sender reputation, and audience interest. Open rate is a key email marketing metric used to assess initial engagement before deeper actions like clicks or conversions.

52. Click-to-Open Rate (CTOR)

CTOR measures the percentage of email recipients who clicked a link after opening the email. It isolates content and call-to-action effectiveness from subject line performance. A higher CTOR indicates strong message relevance and persuasive email design.

53. Unsubscribe Rate

Unsubscribe rate represents the percentage of recipients who opt out after receiving an email. It signals content misalignment, excessive frequency, or poor targeting. Monitoring this metric helps maintain list health and prevent long-term audience fatigue.

54. Email Deliverability Rate

Deliverability rate measures the percentage of emails successfully delivered to inboxes rather than spam or bounced. It reflects sender reputation, list quality, and compliance practices. Strong deliverability is essential for sustaining email marketing performance.

55. Bounce Rate (Email)

Email bounce rate measures the percentage of emails that fail to reach recipients. Hard bounces indicate invalid addresses, while soft bounces are temporary issues. This metric helps maintain database hygiene and protects sender reputation.

56. Average Order Value (AOV)

AOV represents the average amount spent per transaction. It is calculated by dividing total revenue by number of orders. Increasing AOV through upselling or bundling directly improves revenue efficiency without increasing traffic or acquisition costs.

57. Revenue

Revenue measures the total income generated from marketing-driven transactions. It is the most direct business outcome metric. Revenue analysis helps connect marketing performance to financial results and guides investment and scaling decisions.

58. Gross Margin

Gross margin represents revenue minus cost of goods sold, expressed as a percentage. It helps evaluate profitability of marketing-driven sales. Campaigns generating high revenue but low margins may still be inefficient from a business perspective.

59. Refund Rate

Refund rate measures the percentage of orders that result in refunds or returns. High refund rates may indicate misleading messaging, poor product fit, or quality issues. This metric helps align marketing promises with customer experience.

60. Cart Abandonment Rate

Cart abandonment rate measures the percentage of users who add items to cart but do not complete checkout. It highlights friction in the purchase process such as pricing, shipping costs, or usability issues.

61. Checkout Conversion Rate

Checkout conversion rate tracks the percentage of users who successfully complete payment after entering checkout. This metric evaluates checkout flow efficiency, payment options, trust signals, and technical stability.

62. Repeat Purchase Rate

Repeat purchase rate measures the percentage of customers who buy more than once. It reflects customer satisfaction, loyalty, and retention effectiveness. This metric is crucial for long-term growth and reducing dependency on constant new customer acquisition.

63. Customer Acquisition Cost (CAC)

CAC measures the total cost required to acquire a new customer, including media spend, tools, and resources. It is critical for profitability analysis and must be evaluated relative to customer lifetime value.

64. Cost Per Install (CPI)

CPI measures the average cost required to generate one mobile app install. It is widely used in app marketing and user acquisition. Lower CPI indicates efficient targeting and strong creative relevance.

65. Daily Active Users (DAU)

DAU measures the number of unique users engaging with a product or app daily. It reflects usage frequency and engagement depth. DAU is a core metric for app-based, SaaS, and platform-driven businesses.

66. Monthly Active Users (MAU)

MAU tracks the number of unique users engaging within a month. It indicates overall user base size and growth. Comparing DAU to MAU helps assess stickiness and long-term engagement health.

67. Stickiness Ratio

Stickiness ratio is calculated by dividing DAU by MAU. It measures how frequently users return to a product or platform. Higher stickiness indicates strong habit formation and ongoing user value.

68. Influencer Engagement Rate

Influencer engagement rate measures interactions relative to influencer audience size. It helps assess influencer authenticity and effectiveness beyond follower count. High engagement indicates genuine audience connection and better campaign impact.

69. Cost Per Engagement (CPE)

CPE measures the cost incurred for each engagement action such as like, comment, or share. It is commonly used in social and influencer campaigns to evaluate interaction efficiency and creative resonance.

70. Earned Media Value (EMV)

EMV estimates the monetary value of unpaid exposure gained through shares, mentions, or influencer posts. It helps quantify brand visibility beyond paid media and supports ROI justification for organic and influencer strategies.

71. Content Consumption Rate

Content consumption rate measures how much of a content asset users actually consume, such as scroll depth or watch time. It reflects content quality and relevance beyond surface-level engagement.

72. Time on Page

Time on page tracks how long users spend on a specific page. Longer time often indicates deeper engagement and content value. This metric helps evaluate content effectiveness and user interest alignment.

73. Scroll Depth

Scroll depth measures how far users scroll down a page. It helps assess content structure, readability, and placement of key messages. Higher scroll depth indicates stronger content engagement.

74. Lead-to-Customer Rate

Lead-to-customer rate measures the percentage of leads that ultimately convert into paying customers. It evaluates lead quality, sales effectiveness, and marketing alignment with revenue outcomes.

75. Marketing ROI

Marketing ROI measures profit generated relative to marketing spend. It connects campaign outcomes directly to business impact. This metric is essential for budget justification, optimization, and executive-level reporting.

76. Net Promoter Score (NPS)

NPS measures customer loyalty by asking how likely users are to recommend a brand on a scale of 0–10. It categorizes customers as promoters, passives, or detractors. NPS is widely used to gauge satisfaction, advocacy, and long-term brand health.

77. Customer Satisfaction Score (CSAT)

CSAT measures how satisfied customers are with a product, service, or interaction, typically via surveys. It provides immediate feedback on customer experience. High CSAT indicates strong delivery against expectations and supports retention and brand loyalty initiatives.

78. Customer Effort Score (CES)

CES measures how easy it is for customers to complete a task or resolve an issue. Lower effort correlates with higher loyalty. This metric helps identify friction points in user experience, customer support, and digital journeys.

79. Active Users

Active users represent individuals who engage with a platform or product within a defined timeframe. This metric helps assess engagement levels and overall user base health. Definitions vary by business, so consistency in measurement is essential.

80. Cohort Analysis

Cohort analysis groups users based on shared characteristics or time-based actions to track behavior over time. It helps identify retention trends, lifecycle performance, and the long-term impact of marketing campaigns.

81. Retention Curve

A retention curve visualizes how many users continue engaging over time. It helps identify drop-off patterns and long-term engagement strength. This metric is critical for subscription, SaaS, and app-based growth optimization.

82. Activation Rate

Activation rate measures the percentage of users who complete a key first action after signup. It indicates onboarding effectiveness and initial value realization. Improving activation often leads to higher retention and lifetime value.

83. Time to First Conversion

Time to first conversion measures how long it takes a new user to complete their first desired action. Shorter times typically indicate clear value propositions and effective onboarding experiences.

84. Pipeline Value

Pipeline value represents the total potential revenue from active leads or opportunities. It helps forecast future revenue and evaluate marketing contribution to sales. This metric is critical for B2B and long-cycle sales environments.

85. Win Rate

Win rate measures the percentage of sales opportunities that convert into closed deals. It reflects lead quality, sales effectiveness, and alignment between marketing and sales teams.

86. Cost Per Opportunity

Cost per opportunity measures the average cost required to generate a qualified sales opportunity. It helps evaluate mid-funnel efficiency and aligns marketing spend with revenue potential rather than just lead volume.

87. Marketing-Sourced Revenue

Marketing-sourced revenue tracks revenue generated directly from marketing-driven leads or campaigns. It helps demonstrate marketing's contribution to business growth and supports ROI-driven decision-making.

88. Attribution Window

Attribution window defines the time period during which interactions are credited for conversions. It affects performance reporting and optimization decisions. Selecting appropriate windows ensures fair evaluation of channel impact.

89. Lift Study

Lift studies measure the incremental impact of marketing campaigns by comparing exposed and control groups. They help validate true effectiveness and isolate marketing-driven outcomes beyond organic behavior.

90. Media Efficiency Ratio (MER)

MER measures total revenue divided by total media spend across channels. It provides a high-level view of overall paid media efficiency and is commonly used in ecommerce and growth marketing teams.

91. Brand Recall

Brand recall measures how well consumers remember a brand after exposure to advertising. It is often measured through surveys. This metric evaluates awareness effectiveness and long-term memory impact of campaigns.

92. Consideration Rate

Consideration rate measures the percentage of users who actively consider a brand among alternatives. It reflects mid-funnel brand strength and is critical for competitive markets where differentiation matters.

93. Purchase Intent

Purchase intent measures how likely consumers are to buy a product after exposure to marketing. It helps assess campaign influence on buying behavior and supports forecasting and demand planning.

94. Loyalty Rate

Loyalty rate measures the proportion of customers who repeatedly choose a brand over competitors. It reflects trust, satisfaction, and emotional connection. High loyalty reduces acquisition costs and increases lifetime value.

95. Advocacy Rate

Advocacy rate measures the percentage of customers who actively promote a brand through referrals, reviews, or social sharing. It indicates strong brand affinity and organic growth potential.

96. Referral Conversion Rate

Referral conversion rate measures how often referred users convert compared to other sources. It highlights the effectiveness of referral programs and the trust value of word-of-mouth marketing.

97. Cost Per Referral

Cost per referral measures the expense required to generate a referred user or customer. It helps optimize referral incentives and ensures referral programs remain cost-effective.

98. Data Accuracy Rate

Data accuracy rate measures the correctness and reliability of marketing data. High accuracy is essential for decision-making, reporting, and optimization. Poor data quality can lead to incorrect conclusions and wasted spend.

99. Experiment Win Rate

Experiment win rate measures how often A/B or multivariate tests produce statistically significant improvements. It reflects experimentation maturity and optimization discipline within marketing teams.

100. Scalability Index

Scalability index measures how efficiently marketing performance improves as spend increases. It helps identify channels and strategies that can grow without proportional cost increases, supporting sustainable long-term growth.
