



# TSL Marketing

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## Digital Marketing Metrics Cheatsheet

SEO	SEM	EMAIL MARKETING						SOCIAL			CONTENT	WEBSITE
44% CTR, 1st Result Organic Search												41% Traffic from Organic Search
20% CTR, 2nd Result Organic Search	6-7% CTR, Google Adwords									34% Companies Using Content Syndication		16% Traffic from Paid Search & Referral
8% CTR, 3rd Result Organic Search	0.1-.2% CTR, Google Display Network	24% Gross Open Rate Prospects List	5% Unique Open Rate Prospects List	15-18% Unique Open Rate Customer List	65%vs25% List vs 3rd Email Open Rate, Drip Campaign	0.21% Facebook CTR	.9-1.3% Twitter B2B Post Engagement Rate	.025-.04% LinkedIn CTR	40-50% webinar Attendance as a % of Registrants		50% Drop-Off Rate	
7-9% Organic Search to Lead Conversion	0.9-1% CTR, Mobile Banner Ads	0.9% Bounce Rate Prospects List	2% CTR, Prospects List	20-22% CTR, Customer List	8% CTR, Drip Campaigns	\$5 Facebook CPM	\$0.55-1 B2B Promoted Tweets CPE	\$4.89 Promoted Tweet Cost/Follower	20-30% Webinar Conversion Rate		3-4 Page Views per Visit	
# Backlinks Largest Non-Social Driver of Rank	\$4-13 CPC, Paid Search	13% CTOR Rate Prospects List	21% Desktop CTOR Rate Prospects List	7% Mobile CTOR Rate Prospects List	2-3 Touches/Month Drip Campaign	\$4 FaceBook CPC	0.02% FaceBook Like Rate	5% Form Submits Social Media	10-15% White Paper Conversion Rate		2-3 Minutes Spent on Website per Visit	
22-27% Form Submission Organic Search	2-4% Paid Search to Lead Conversion	18-23% Form Submits Paid Search	9% Form Submits Email	7-9% Name to MQL Conversion	5% Form Submits Social Media	0.7% Facebook Lead Conversion	2.2% Twitter Lead Conversion	0.8% LinkedIn Lead Conversion	44% firms partially Outsourcing Content Creation		2-5% Website Visit to Responder	
20% Program Budget Spent on Content Marketing	34% Program Budget Spent on Digital Marketing	7-10% Program Budget Spent on New Lead Gen Tactics	13% DMP Spent on Website	4% DMP Spent on SEO	6% DMP Spent on Social Marketing	14% DMP Spent on Marketing Automation	13% DMP Spent on Email Marketing	20% DMP Spent on Search Ads	22% DMP Spent on Display Ads		8% Other DMP Spent (SMS, Digital Events, etc.)	

### BUDGET

Legend:

CPC = Cost Per Click

CPE = Cost Per Engagement

CTR = Click Through Rate

CTOR = Click-To-Open Rate (unique clicks as a % of unique opens)

DMP = Digital Marketing Program Budget

MQL = Marketing Qualified Lead