



# Metrics Encyclopedia



# Metrics Encyclopedia

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# 1.1 Customer Retention Rate

## Formula

Customer Retention Rate =  $\frac{CE - CN}{CS} \times 100$

**CE** = # of customers at the end of the period measured    **CS** = # of customers when measured period began X 100    **CN** = # of new customers during

## Definition

CRR or Customer Retention Rate is the percentage of customers that stay loyal and interact with your brand during a specific time period.



## Best for

Any kind of business that has customers, from SaaS to banks, manufacturers, brick-and-mortar businesses, eCommerce, everyone can use this metric.

Signup Date	New Users	1	2	3	4
Jan 31	137	96%	92%	90%	88%
Feb 28	154	99%	93%	89%	
Mar 31	180	98%	92%		
Apr 30	208	97%			

## 1.2 Customer Acquisition Cost

### Formula

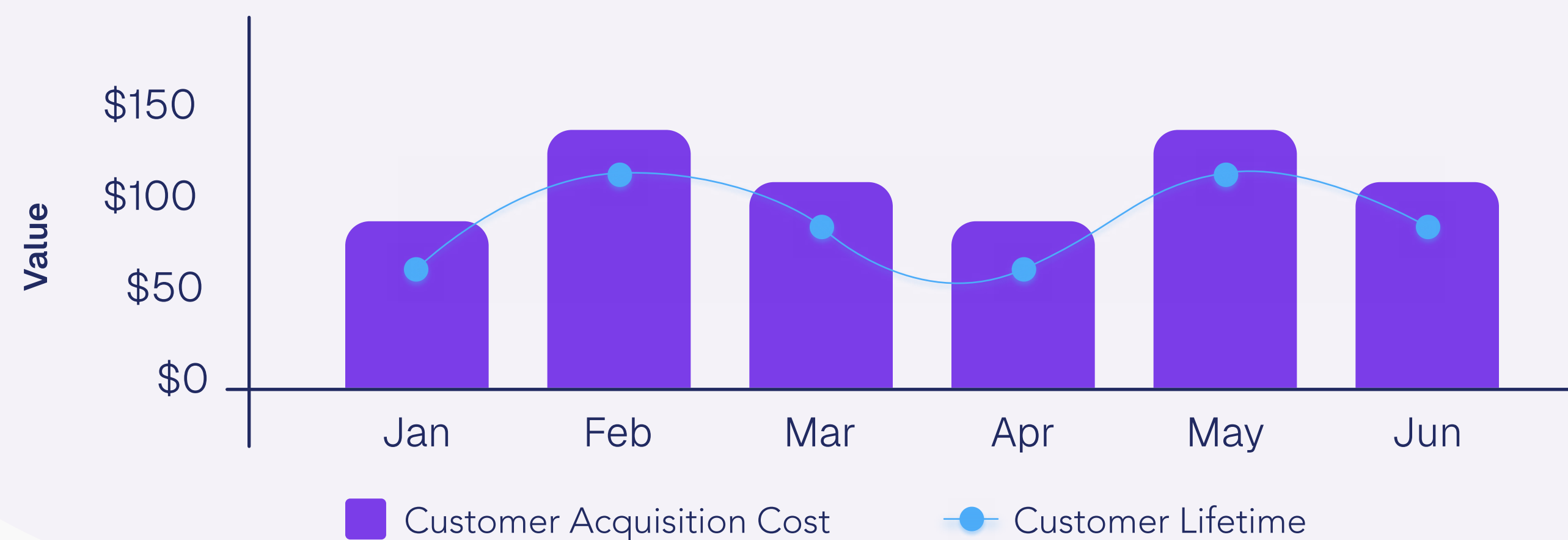
$$\text{Customer Acquisition Cost} = \frac{\text{Sales \& Marketing Cost}}{\text{\# Of New Customers}}$$

### Definition

Customer Acquisition Cost (CAC) is an important marketing metric that shows you the amount of money a company needs to spend, in order to convince someone to become a customer.

### Best for

Manufacturers, SaaS, subscription-based businesses, retailers, eCommerce stores, any business that operates with paying customers.



## 1.3 Monthly Recurring Revenue

### Formula

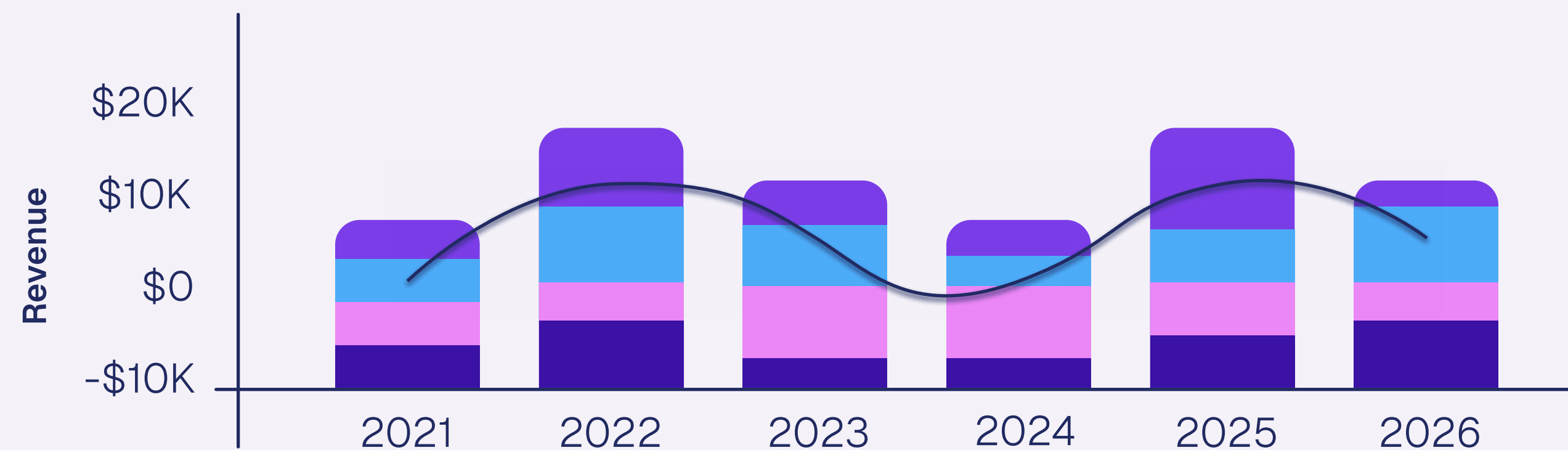
Monthly Sum Of All Revenue From Recurring Customers

### Definition

MRR is a marketing metric that calculates the expected revenue by recurring customers per month.

### Best for

Telecommunications companies, SaaS, retailers, eCommerce, mainly by companies that sell subscriptions.



# 1.4 Annual Recurring Revenue

## Formula

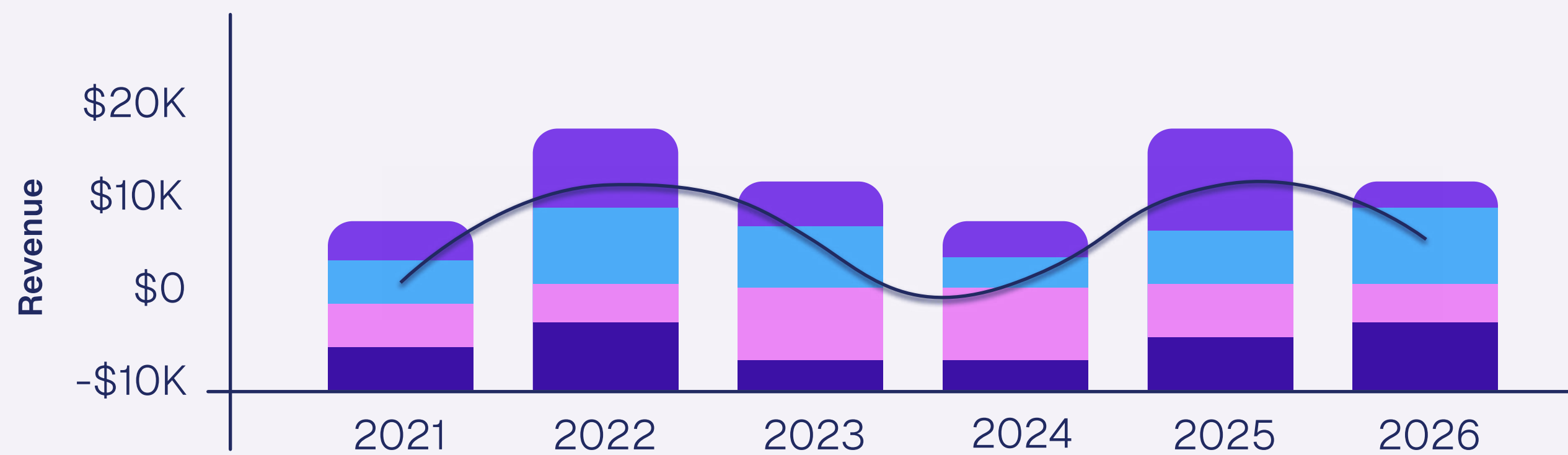
Monthly Recurring Revenue X 12

## Definition

ARR, or Annual Recurring Revenue, is the income generated annually during a subscription's lifespan.

## Best for

Telecommunications companies, SaaS businesses, retailers, and eCommerce brands, especially those that sell subscriptions and rely on recurring revenue (MRR).





## 1.5 Churn Rate

### Formula

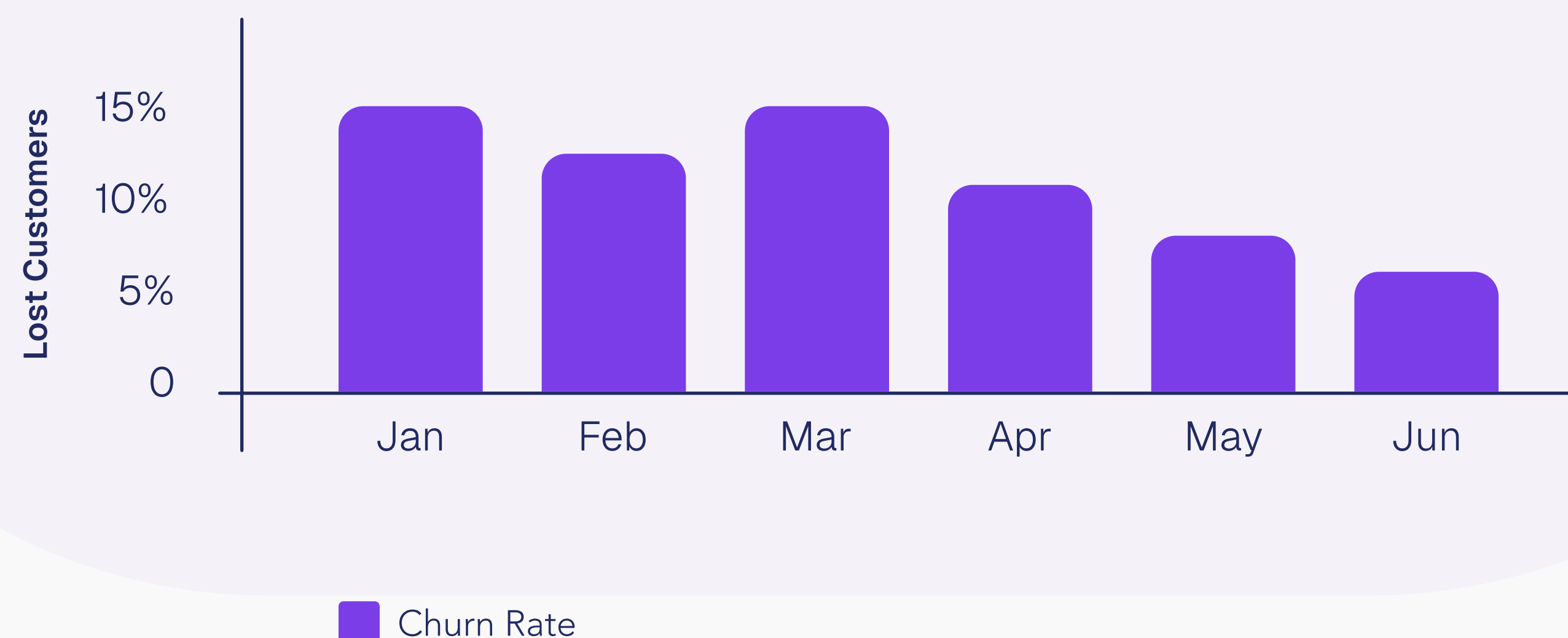
$$\text{Customer Churn Rate} = \frac{\text{Customers Beginning Of Month} - \text{Customers End Of Month}}{\text{Customers Beginning Of Month}}$$

### Definition

Churn rate refers to the pace at which businesses lose customers within a specific time frame, e.g. monthly or annually.

### Best for

Useful for any customer-based company, digital media companies, SaaS companies, retailers, manufacturers, etc.



## 1.6 Net Revenue

### Formula

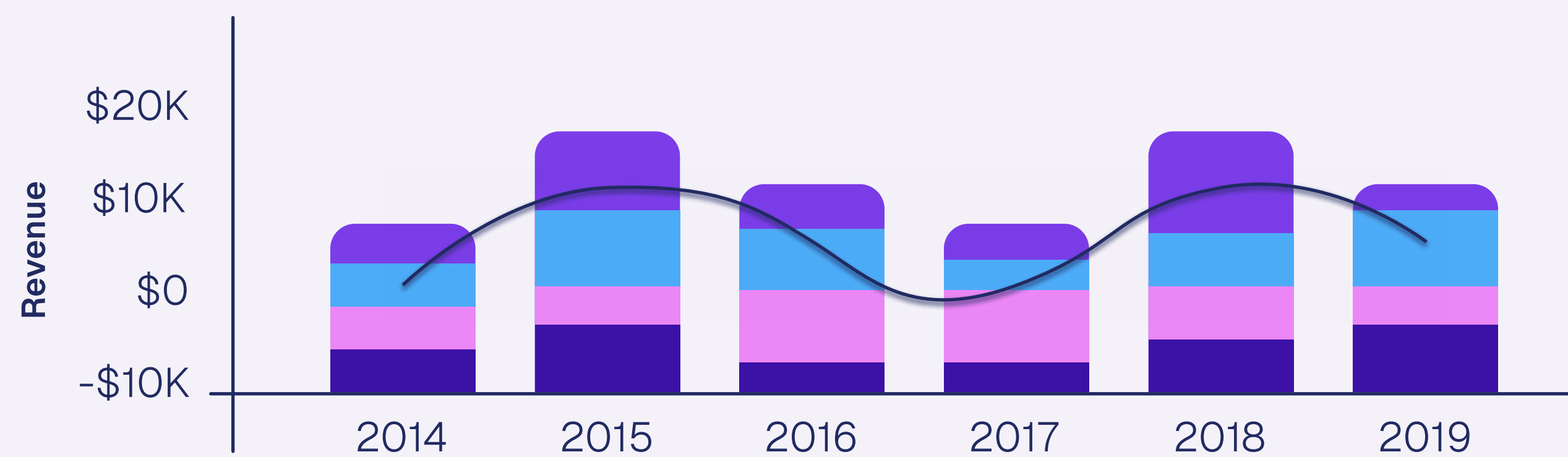
$\text{Net Revenue} = \text{Gross Revenue} - \text{Directly Related Selling Expenses}$

### Definition

Net revenue is the amount of income a business makes after subtracting the discounts, returns, bounced checks, etc. from the total amount.

### Best for

Any business that generates revenue, from eCommerce and retailers to airlines and B2B companies.



## 1.7 Net Promoter Score

### Formula

Net Promoter Score = % Promoters - % Detractors

### Definition

Closely connected to your business's revenue growth, your net promoter score is the extent to which your customers are loyal enough and would recommend your business.

### Best for

Retailers, SaaS companies, financial services, telecommunications, technology, B2B or B2C, etc.



■ Detractor

■ Passive

■ Promoter

## 1.8 Average Revenue Per User

### Formula

$$\text{Average Revenue Per User} = \frac{\text{Total Revenue Generated During Specific Time Period}}{\text{Active Users During The Same Period}}$$

### Definition

The Average Revenue Per User (ARPU), also known as Average Revenue Per Unit, is the revenue generated per active user/buyer or per unit.

### Best for

SaaS, eCommerce companies, retailers, brick-and-mortar stores, gyms, any and all consumer-based subscription companies.





# 1.9 Customer Lifetime Value

## Formula

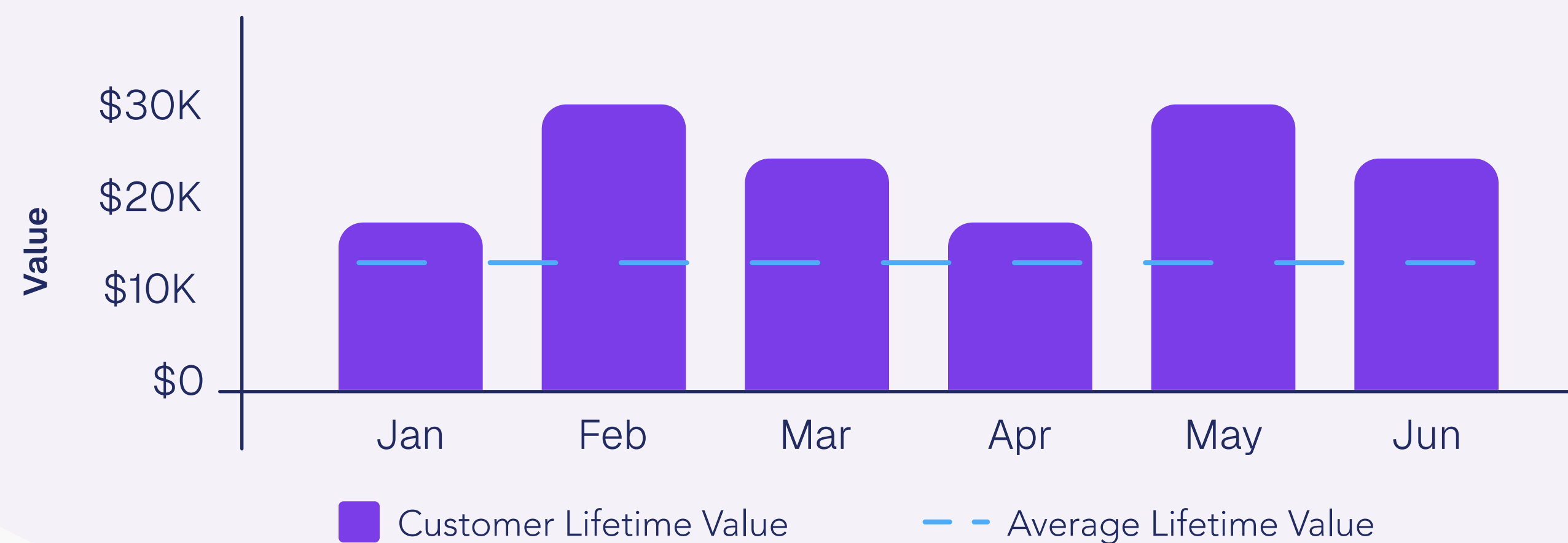
$$\text{Customer Lifetime Value} = \frac{\text{Average Revenue Per User}}{\text{Churn Rate}}$$

## Definition

Customer lifetime value (also called lifetime customer value or lifetime value) is the net profit a business expects to generate from a customer over the entire duration of their relationship with the brand.

## Best for

Businesses that offer services (banks, SaaS, even law firms), retailers, eCommerce, subscription-based businesses, even restaurants.



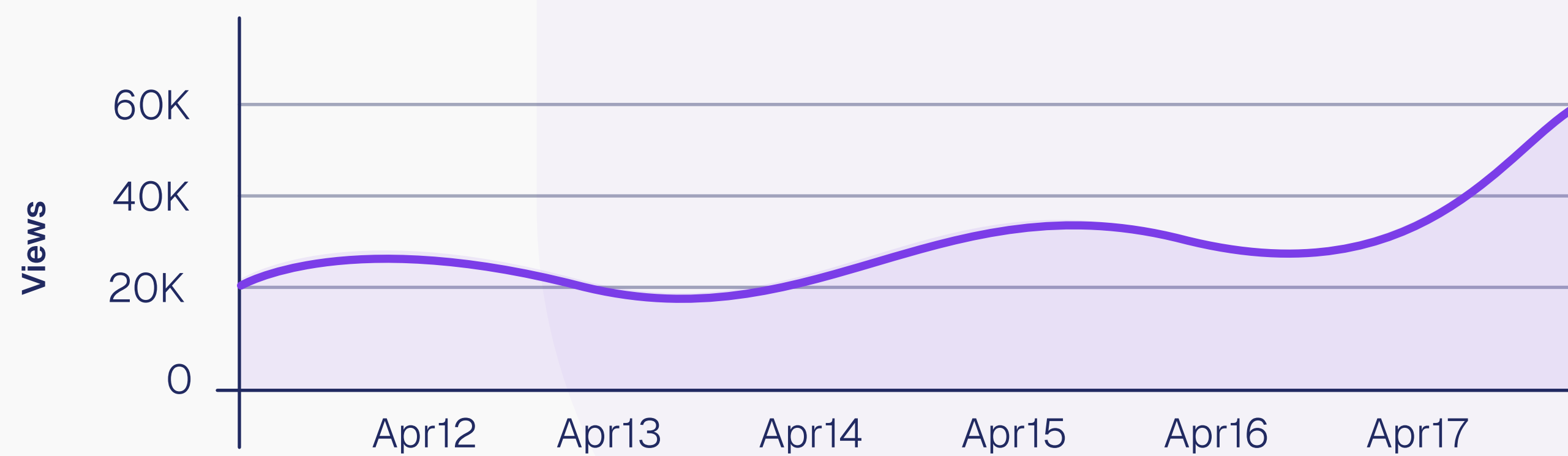
## 1.10 Product Views

### Definition

Product Views is a metric that corresponds to a trigger on Automation regarding how many times a specific or random product has been viewed.

### Best for

eCommerce.



## Chapter 2: Email Marketing

### 2.1 Email Opt-in Conversion Rate

#### Formula

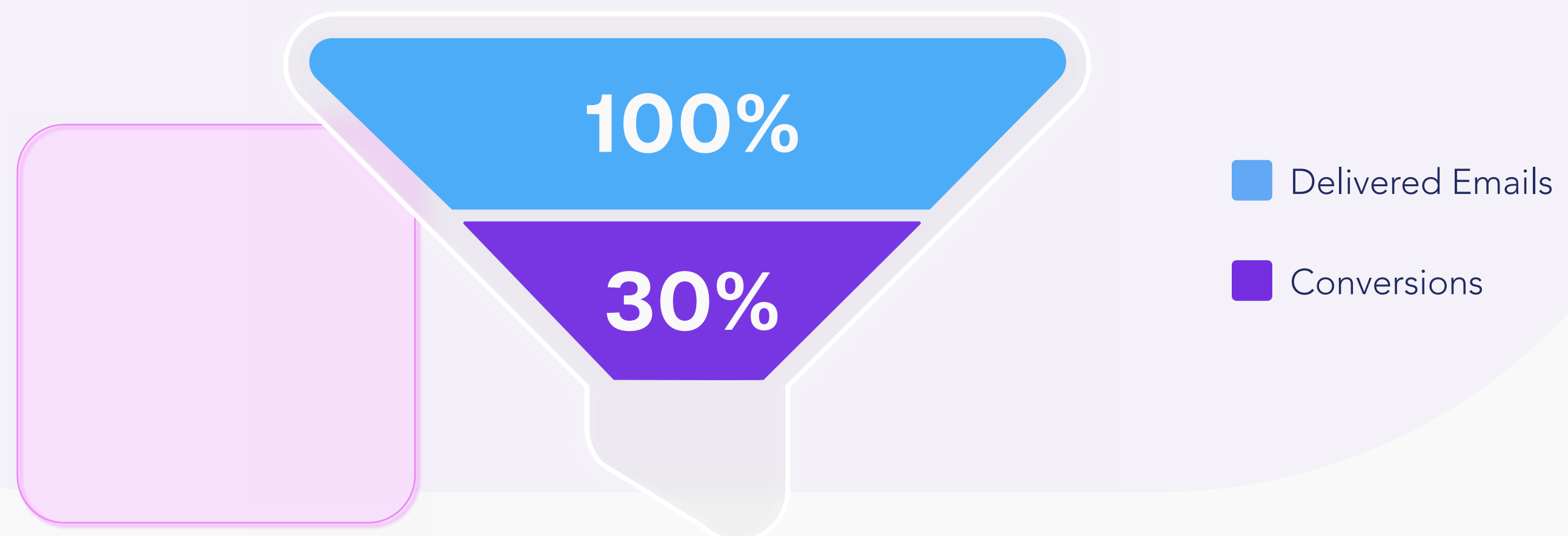
$$\text{Opt-In Conversion Rate} = \frac{\text{\# Of Opt-Ins}}{\text{\# Of Subscribers}} \times 100$$

#### Definition

The opt-in rate for email marketing refers to the number of people who end up in your subscribers' list.

#### Best for

SaaS, eCommerce businesses, brick-and-mortar companies that use email marketing, technology services, B2B and B2C companies, digital agencies.



## 2.2 Email List Growth Rate

### Formula

$$\text{Email List Growth Rate} = \frac{N - U}{S} \times 100$$

**N** = # of New Subscribers

**S** = # of Unsubscribers/Spam Complaints

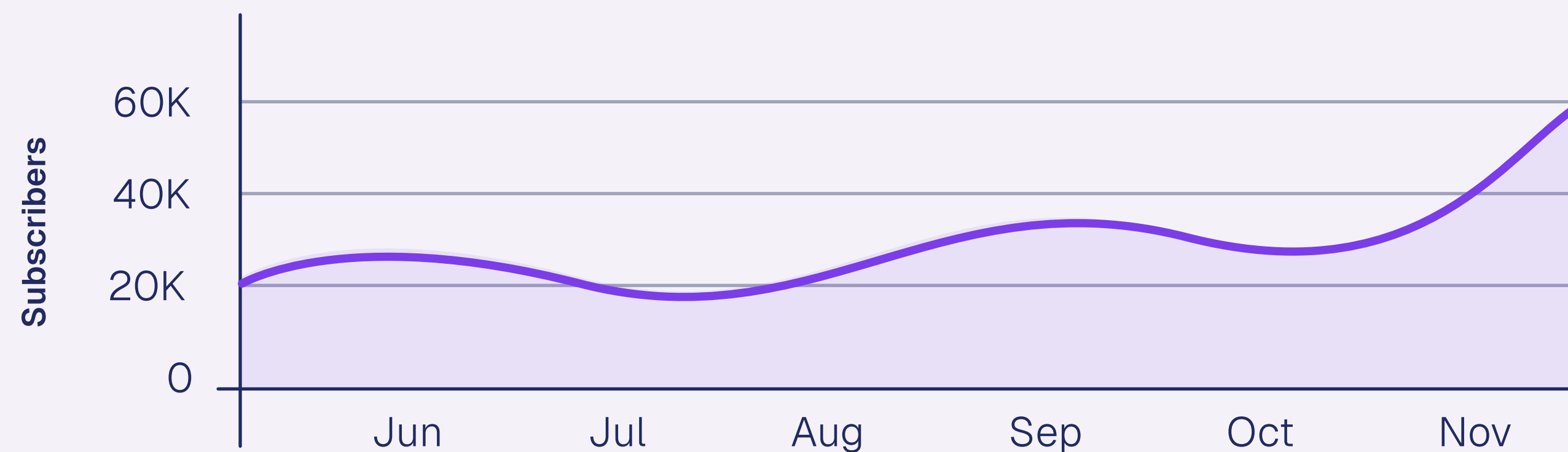
**CN** = # of Old Subscribers

### Definition

The rate at which your subscriber list increases over time is called email list growth or subscriber growth.

### Best for

Brick-and-mortar companies that use email marketing, eCommerce, subscription-based companies, SaaS, travel agencies, digital agencies, etc.





## 2.3 Open Rate

### Formula

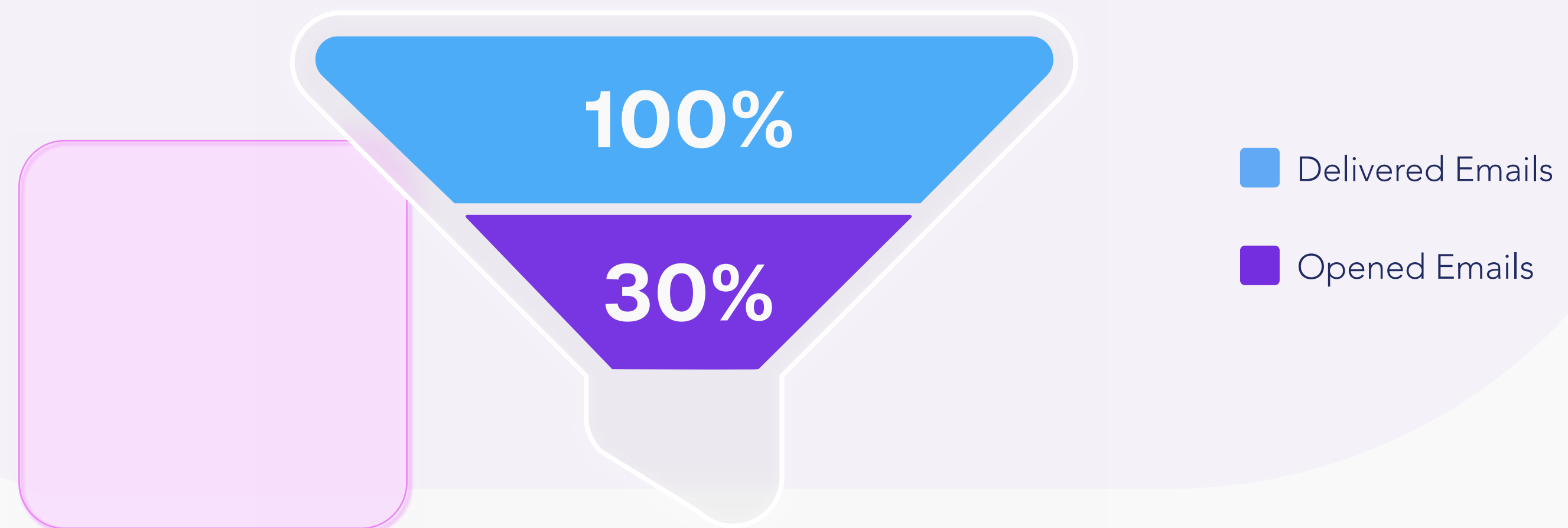
$$\text{Open Rate} = \frac{\text{\# Of Unique Opens}}{\text{\# Of Emails Sent - \# Of Bounced Emails}} \times 100$$

### Definition

Email open rate corresponds to the sum of your subscribers that opened your email campaign.

### Best for

B2B and B2C companies, brick-and-mortar companies that use email marketing, bloggers that promote products/content, SaaS, eCommerce, etc.



## 2.4 Click-Through Rate

### Formula

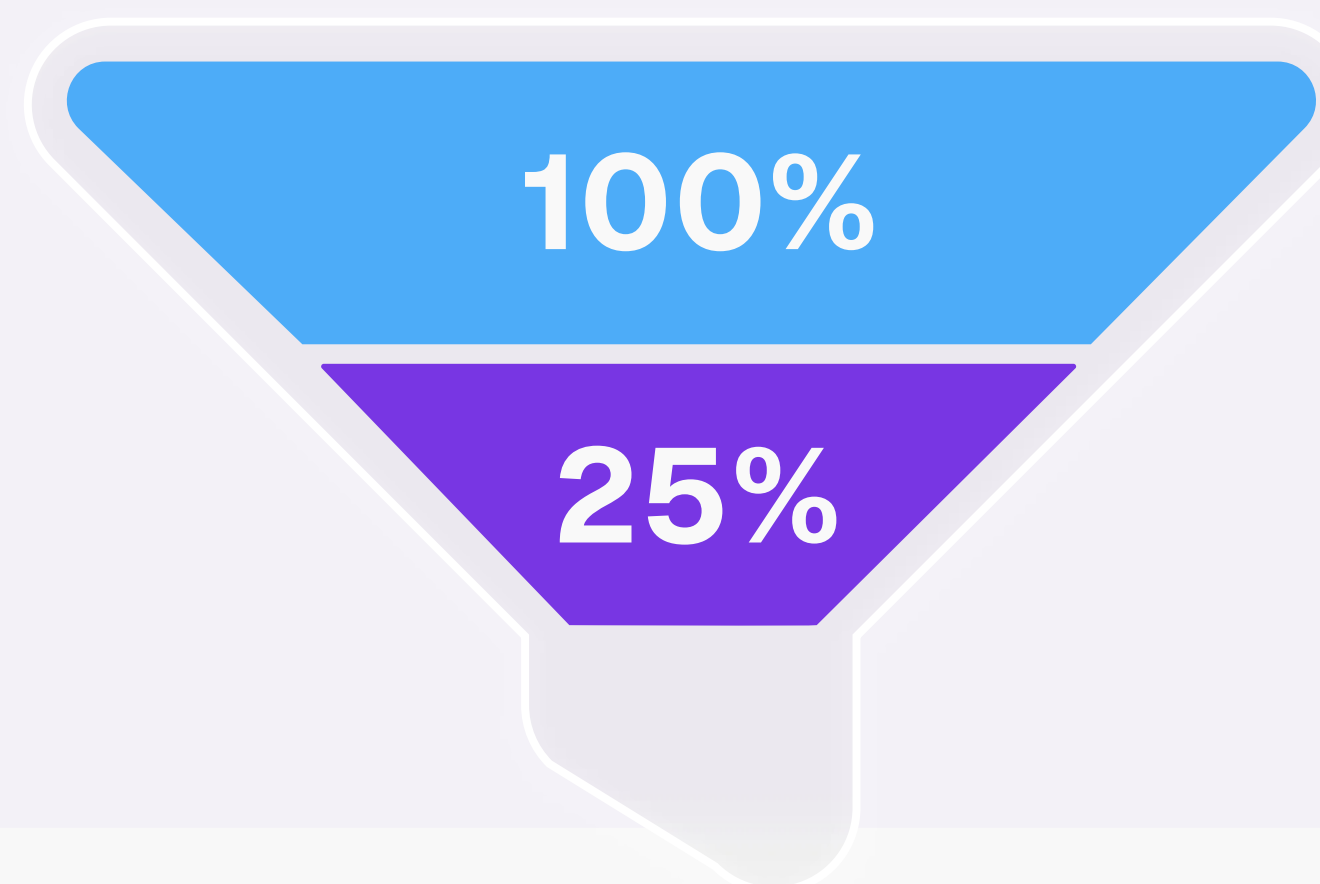
$$\text{Click Through Rate} = \frac{\text{\# Of Campaigns Clicked}}{\text{\# Of Emails Sent - \# Of Bounced Emails}} \times 100$$

### Definition

Click-through rate is the number of subscribers who opened your email campaign and clicked on any link in your email body.

### Best for

SaaS, subscription-based brands, brick-and-mortar companies that use email marketing, bloggers that promote products/content, eCommerce, etc.



■ Delivered Emails

■ Clicks

## 2.5 Click To Open Rate

### Formula

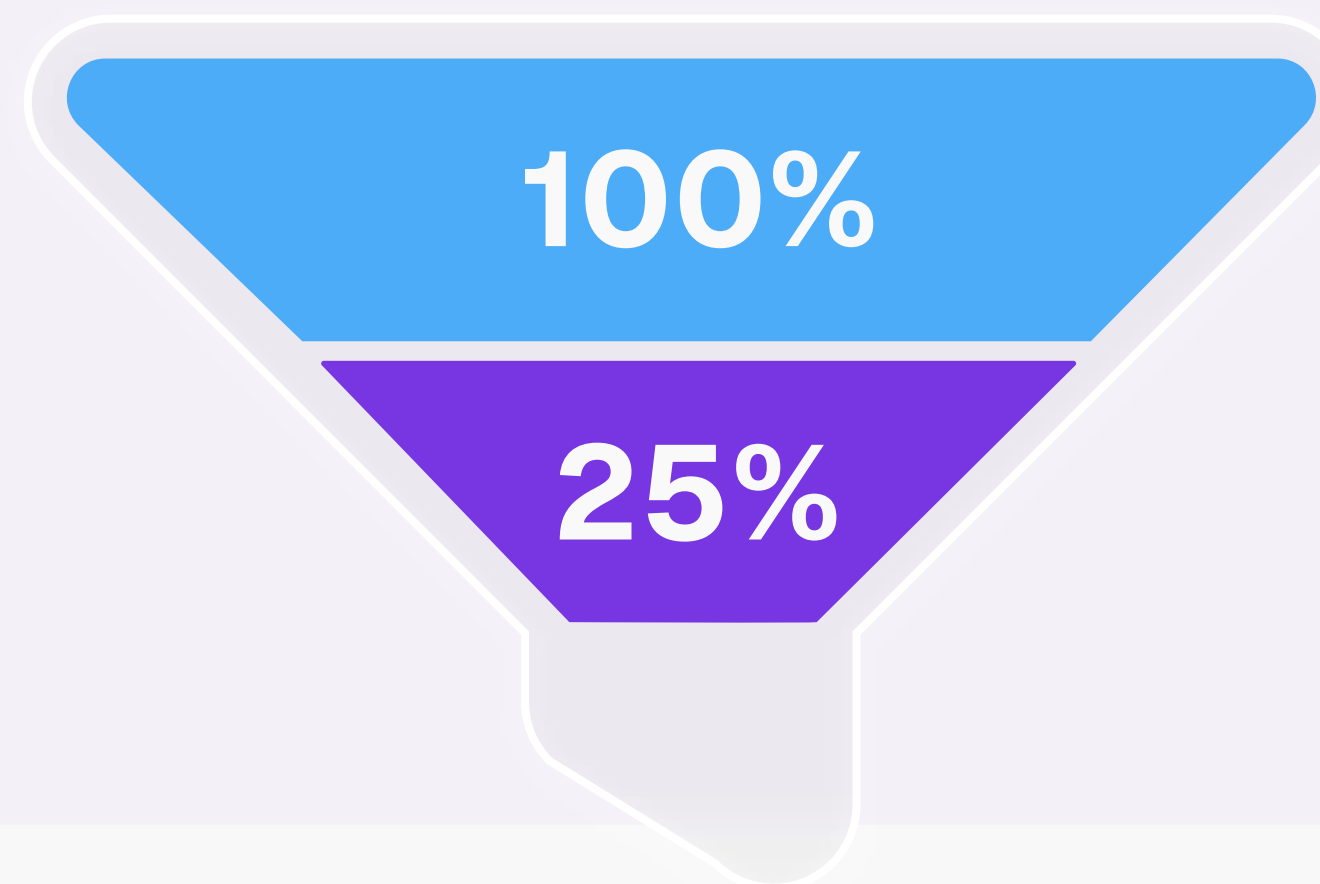
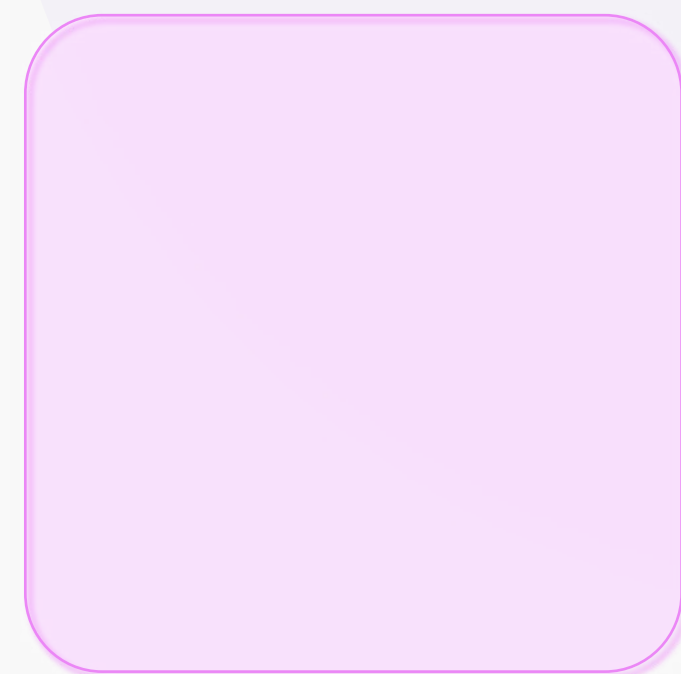
$$\text{Click To Open Rate} = \frac{\text{\# Of Unique Clicks}}{\text{\# Of Unique Opens}} \times 100$$

### Definition

Your click-to-open rate shows the number of clicks generated from the body of your email relative to the number of opens.

### Best for

Recurring subscription businesses, B2B and B2C companies, brick-and-mortar companies that use email marketing, eCommerce, digital agencies, etc



Unique Opens

Unique Clicks

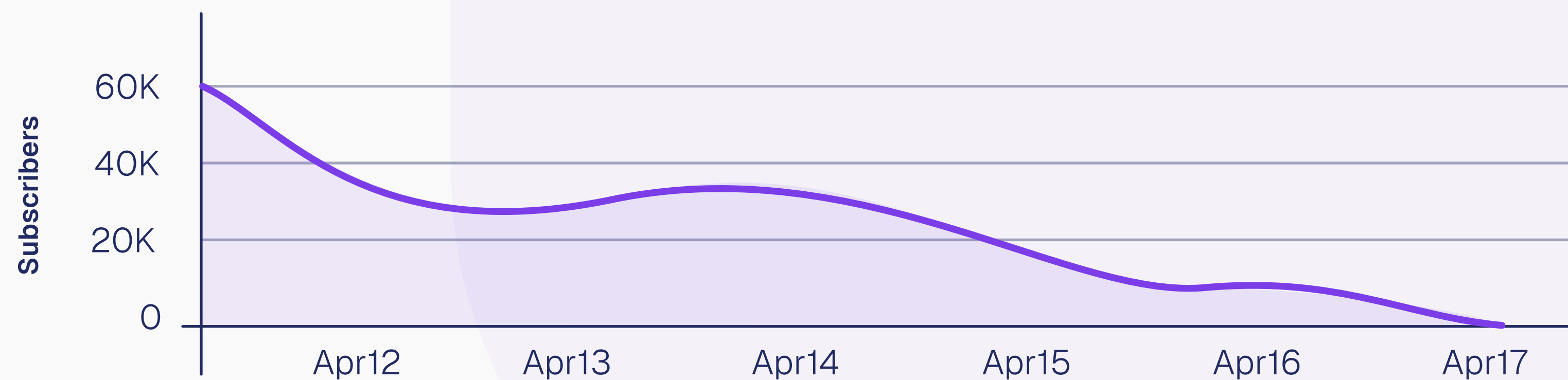
## 2.6 Unique Links Clicked

### Definition

This metric shows how many subscribers clicked on your link(s). It counts unique clicks, meaning each subscriber is counted once. Since it measures actions rather than a rate, there is no formula.

### Best for

Recurring subscription businesses, B2B and B2C companies, brick-and-mortar companies that use email marketing, eCommerce, digital agencies, etc.





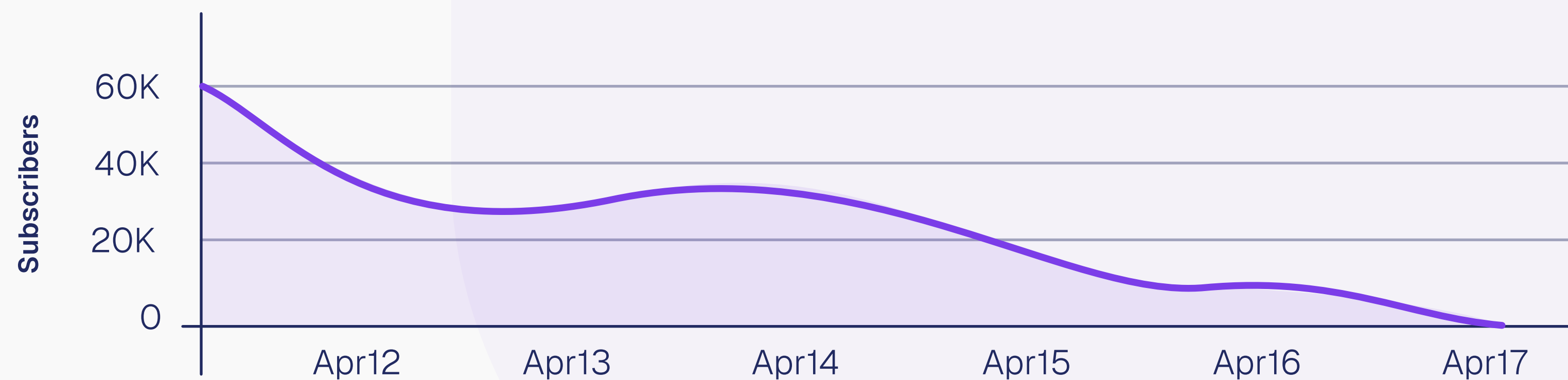
## 2.7 Total Links Clicked

### Definition

The total number of times subscribers clicked on any link in your email. A single subscriber may be counted multiple times if they click more than one link or click the same link more than once.

### Best for

SaaS, eCommerce businesses, brick-and-mortar companies that use email marketing, technology services, B2B and B2C companies, digital agencies.



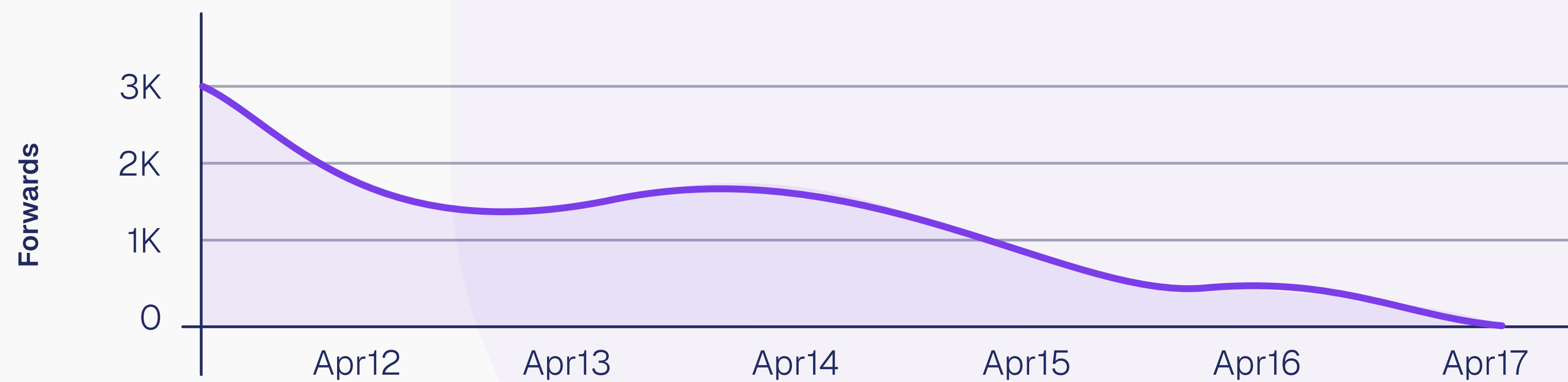
## 2.8 Total Email Forwards

### Definition

A metric that tracks how many times your email was forwarded by subscribers, often acting as a form of referral sharing.

### Best for

B2B and B2C companies, brick-and-mortar companies that use email marketing, bloggers that promote products/content, SaaS, eCommerce, etc.



## 2.9 Unsubscribe Rate

### Formula

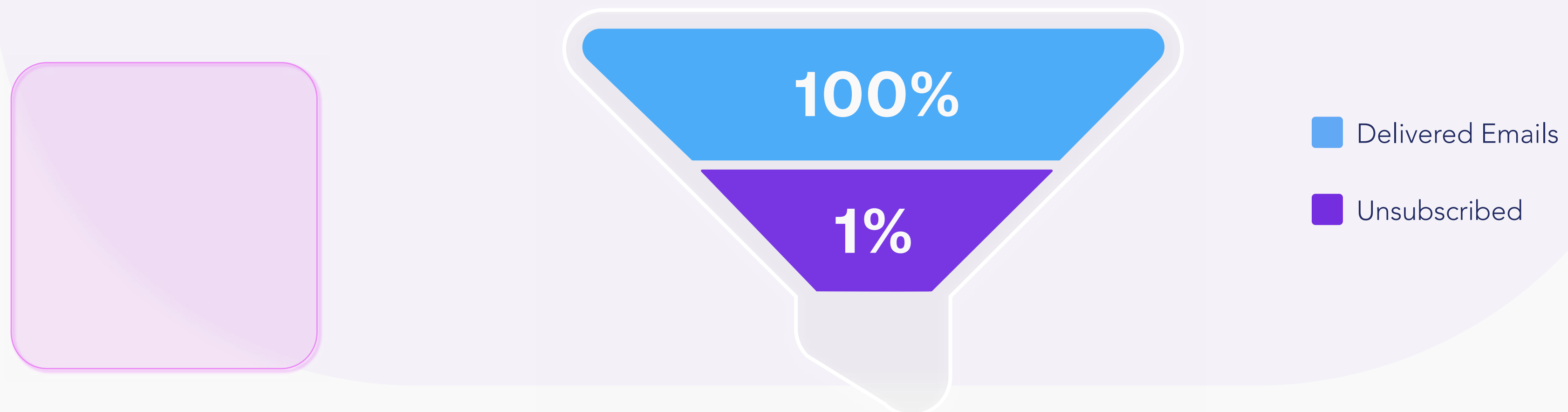
$$\text{Unsubscribe Rate} = \frac{\text{\# Of Unsubscribes}}{\text{\# Of Emails Sent} - \text{\# Of Bounced Emails}} \times 100$$

### Definition

The unsubscribe rate is the percentage of recipients who clicked the unsubscribe link in your email.

### Best for

SaaS, subscription-based companies, brick-and-mortar companies that use email marketing, bloggers that promote products/content, eCommerce, etc.



## 2.10 Bounce Rate

### Formula

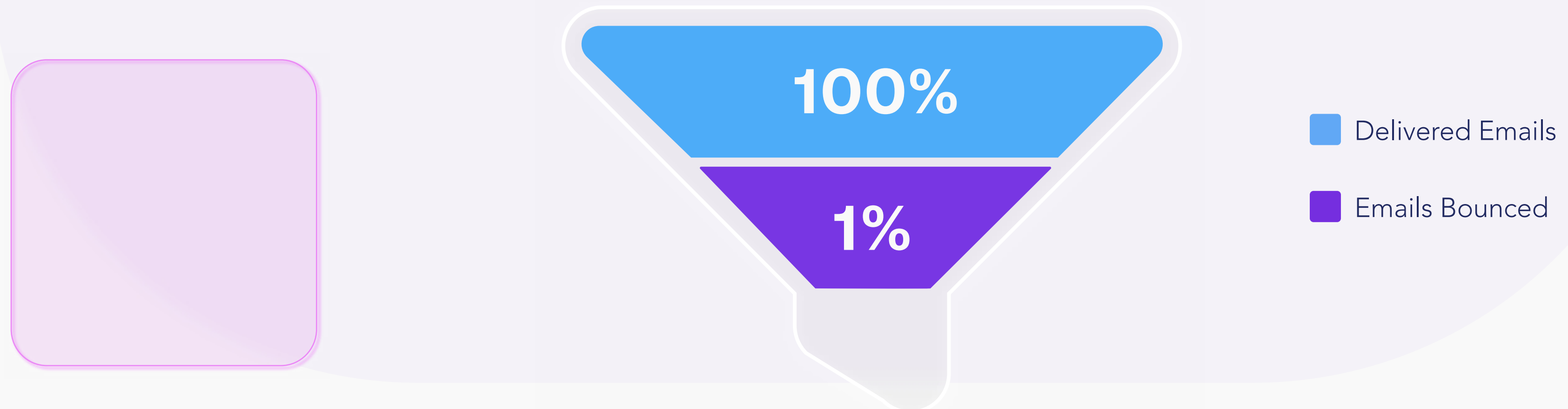
$$\text{Bounce Rate} = \frac{\text{\# Of Bounced Emails}}{\text{\# Of Emails Sent}} \times 100$$

### Definition

The bounce rate is the percentage of emails that were returned to the sender because they could not be delivered.

### Best for

Recurring subscription businesses, B2B and B2C companies, brick-and-mortar companies that use email marketing, eCommerce, digital agencies, etc.





## 2.11 Not Opened Rate

### Formula

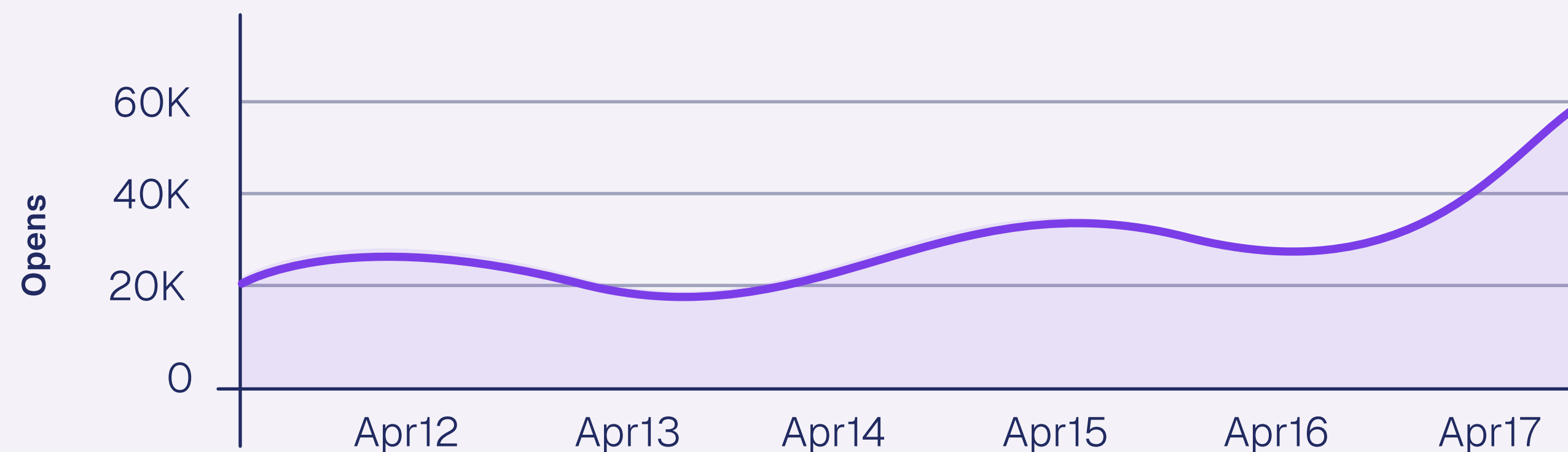
$$\text{Not Opened Rate} = \frac{\text{\# Of Unopened Emails}}{\text{\# Of Emails Sent} - \text{\# Of Bounced Emails}} \times 100$$

### Definition

It's the number of emails that have not been opened by your subscribers.

### Best for

eCommerce, SaaS, B2B and B2C companies, bloggers that promote products/content, recurring subscription businesses, digital agencies, etc.



## 2.12 Marked as Spam

### Formula

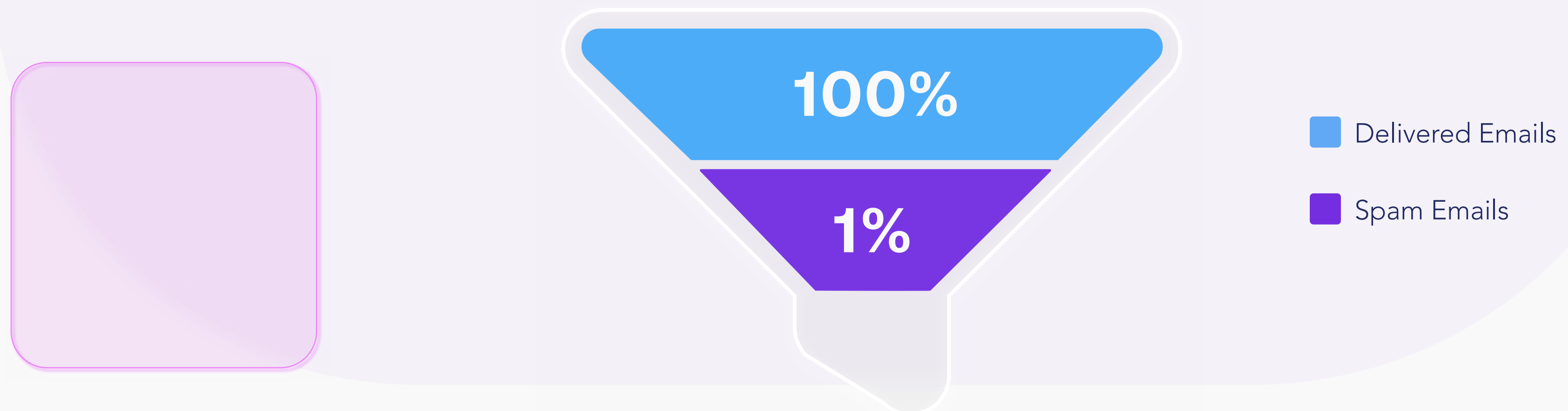
$$\text{Complaint Rate} = \frac{\text{\# Of Complaints}}{\text{\# Of Emails Sent - \# Of Bounced Emails}} \times 100$$

### Definition

The marked-as-spam rate shows how many recipients reported your email as spam.

### Best for

Recurring subscription businesses, B2B and B2C companies, brick-and-mortar companies that use email marketing, eCommerce, digital agencies, etc.



## 2.13 Revenue Per Campaign

### Formula

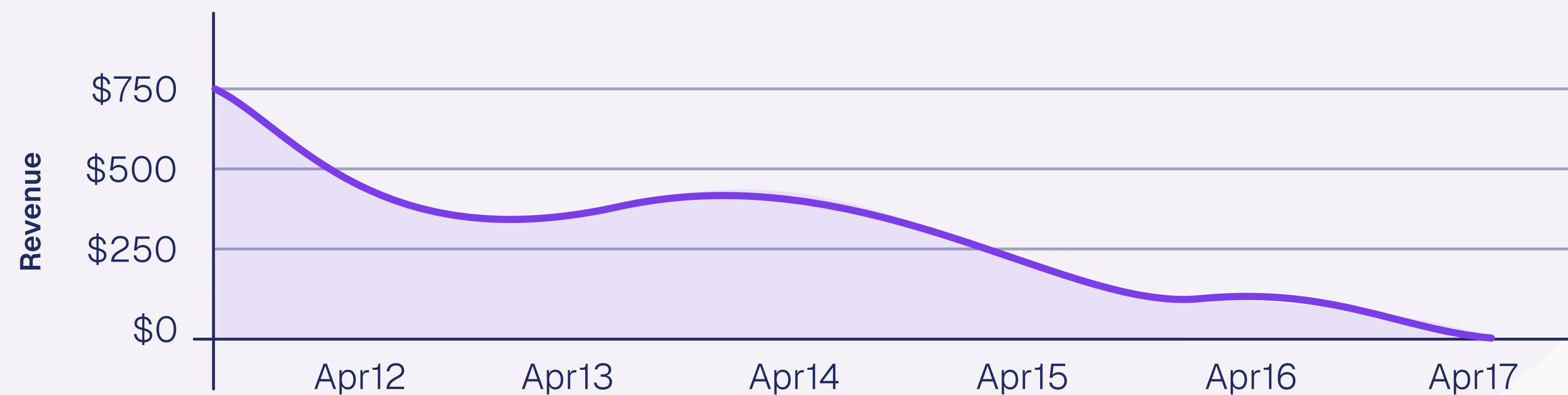
$$\text{Revenue Per Campaign} = \frac{\text{Total Revenue}}{\text{\# Of Campaigns}}$$

### Definition

Revenue per campaign (also called revenue per email sent or revenue per 1,000 emails - RPM) measures the revenue attributed to the total number of emails sent in a campaign.

### Best for

eCommerce, SaaS, B2B and B2C companies, bloggers that promote products/content, recurring subscription businesses, digital agencies, etc.



## 2.14 Revenue Per Subscriber

### Formula

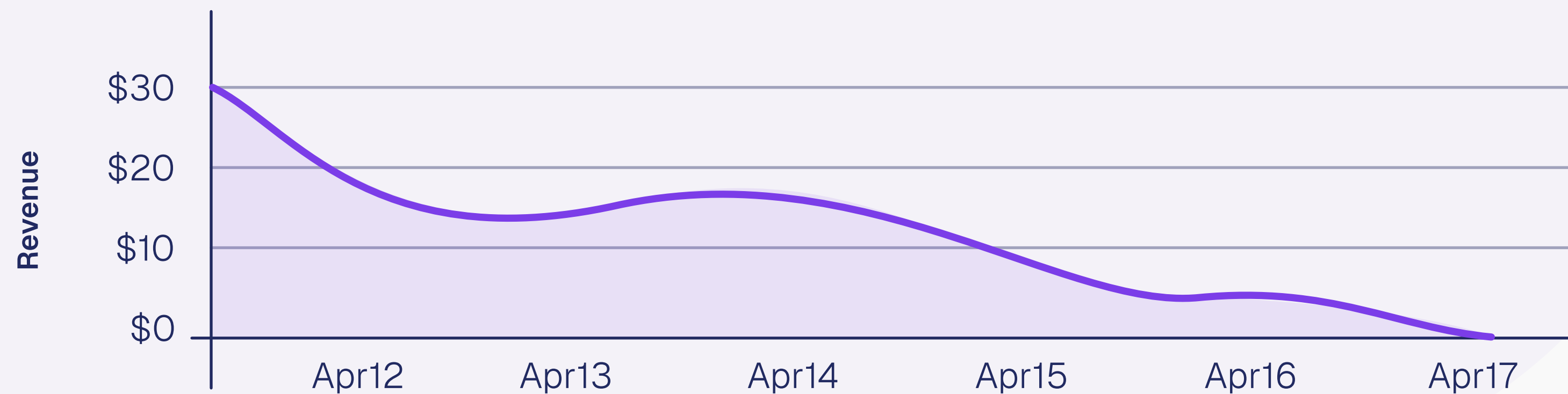
$$\text{Revenue Per Subscriber} = \frac{\text{Revenue From Email List}}{\text{Total \# Of Subscribers}}$$

### Definition

It measures the average revenue generated by each subscriber in your mailing list.

### Best for

Recurring subscription businesses, B2B and B2C companies, brick-and-mortar companies that use email marketing, eCommerce, digital agencies, etc.





## 2.15 Revenue Per Email Opened

### Formula

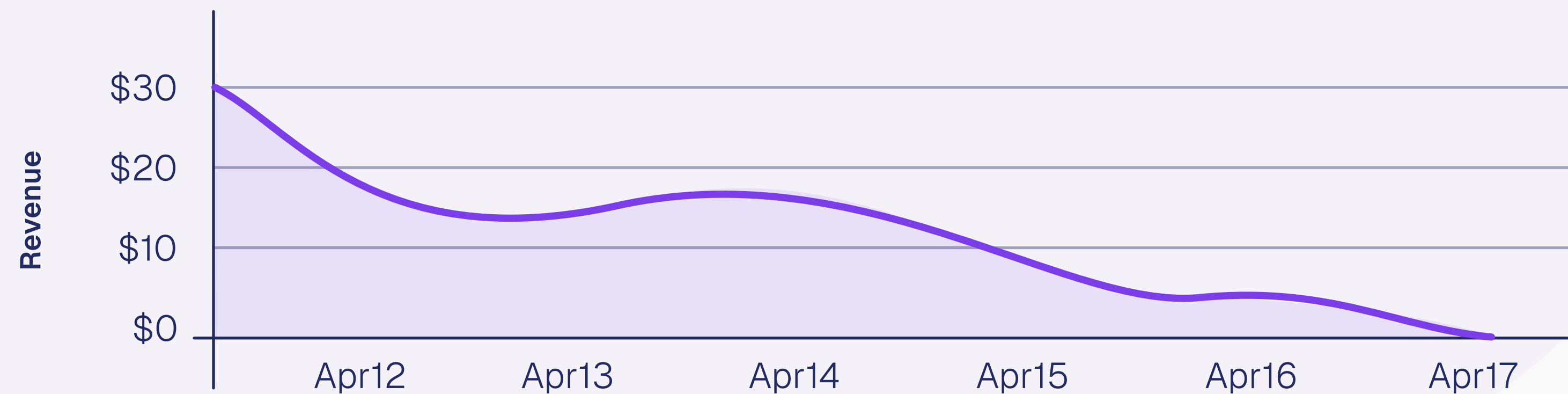
$$\text{Revenue Per Email Opened} = \frac{\text{Total Revenue}}{\text{\# Of Unique Opens}}$$

### Definition

It's the revenue that was generated by your opened emails.

### Best for

B2B and B2C companies, brick-and-mortar companies that use email marketing, bloggers that promote products/content, SaaS, eCommerce, etc.



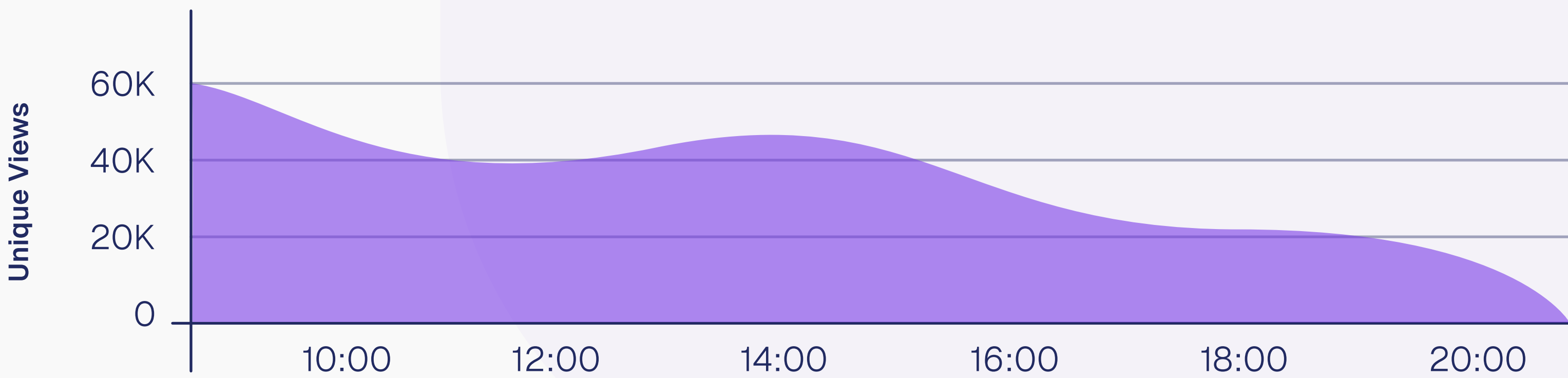
### 3.1 Facebook Reach

Definition

According to Meta, Reach is the number of unique people who have seen your ad.

Best for

Companies that use social media marketing (SMM), bloggers that promote products/content, SaaS, eCommerce, digital agencies, B2B and B2C companies, etc.



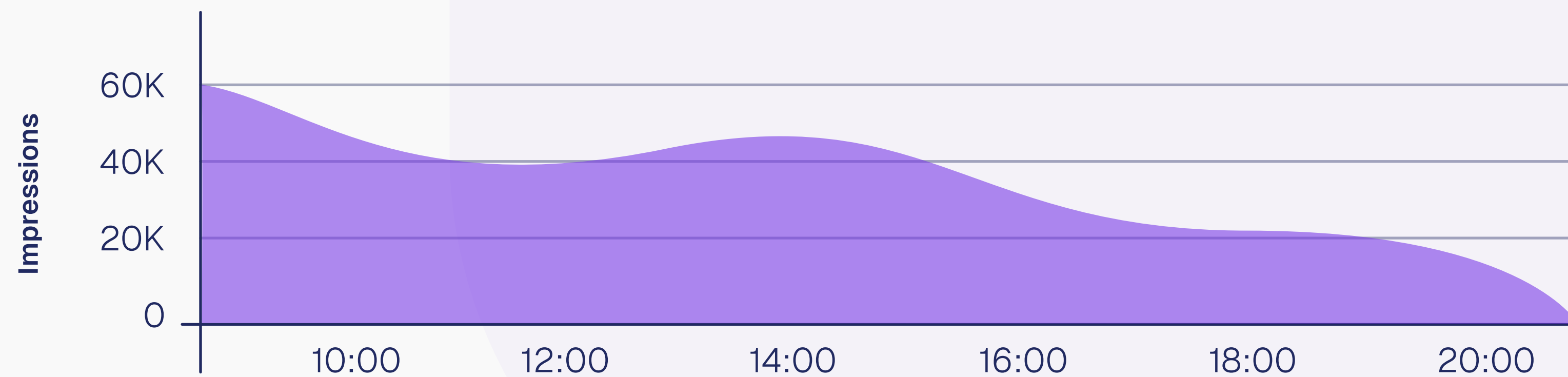
## 3.2 Impressions

### Definition

Simply put, impressions account for the total number of times your ads were seen by your target audience.

### Best for

Companies that use SMM, influencers/bloggers that promote products/content, SaaS, eCommerce, digital agencies, B2B and B2C companies, etc.



## 3.3 Frequency

### Formula

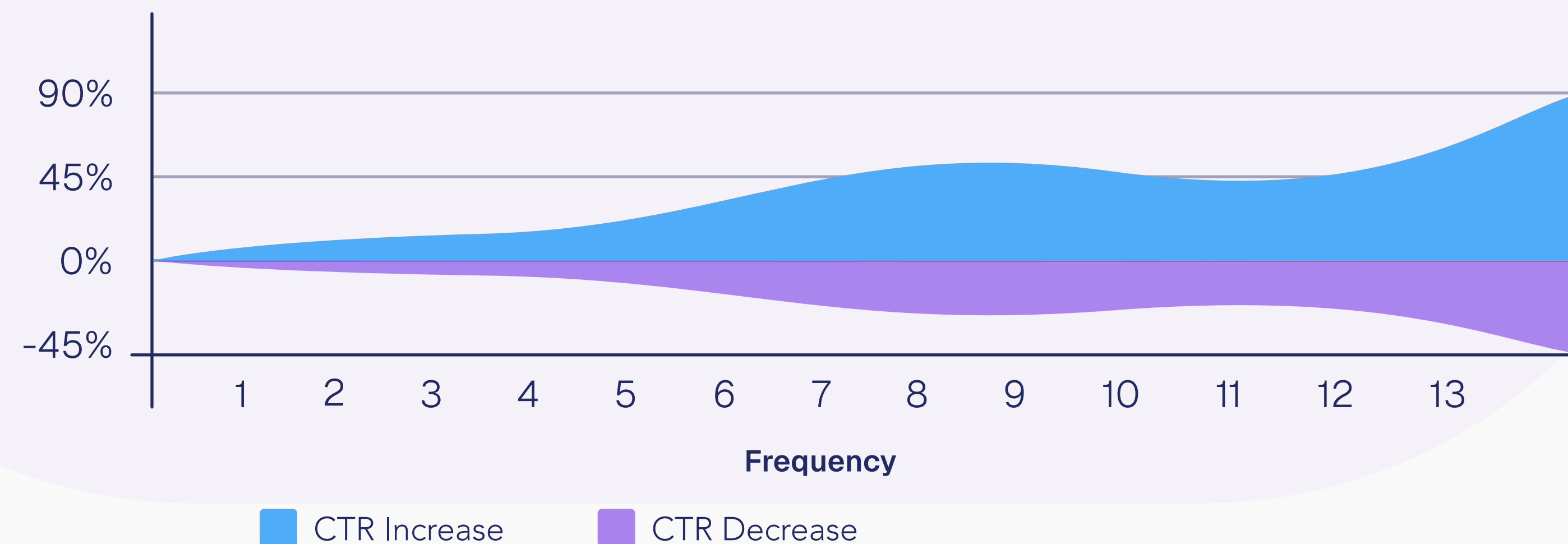
$$\text{Frequency} = \frac{\text{\# Of Impressions}}{\text{Reach}}$$

### Definition

Frequency is the average number of times a person in your target audience has seen your ad.

### Best for

Companies that use SMM, solopreneurs, bloggers that promote products/content, SaaS, eCommerce, digital agencies, B2B and B2C companies, etc.



# 3.4 Ad Relevance Diagnostics

## Formula

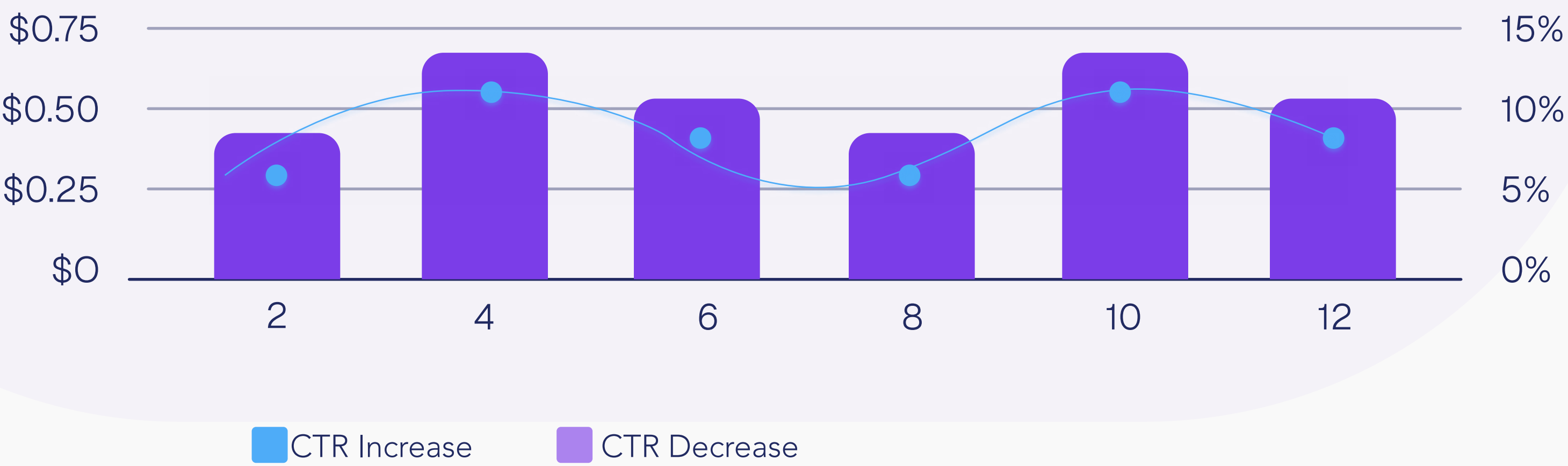
Relevance is based on ad quality, engagement, and conversion rate compared to similar ads.

## Definition

Meta now evaluates ad relevance through three metrics: quality, engagement, and conversion rate. It replaced the former single relevance score, focusing on showing how your ad compares to others targeting the same audience.

## Best for

Companies that use SMM, solopreneurs, bloggers that promote products/content, SaaS, eCommerce, digital agencies, B2B and B2C companies, etc.





## 3.5 Cost Per Result

### Formula

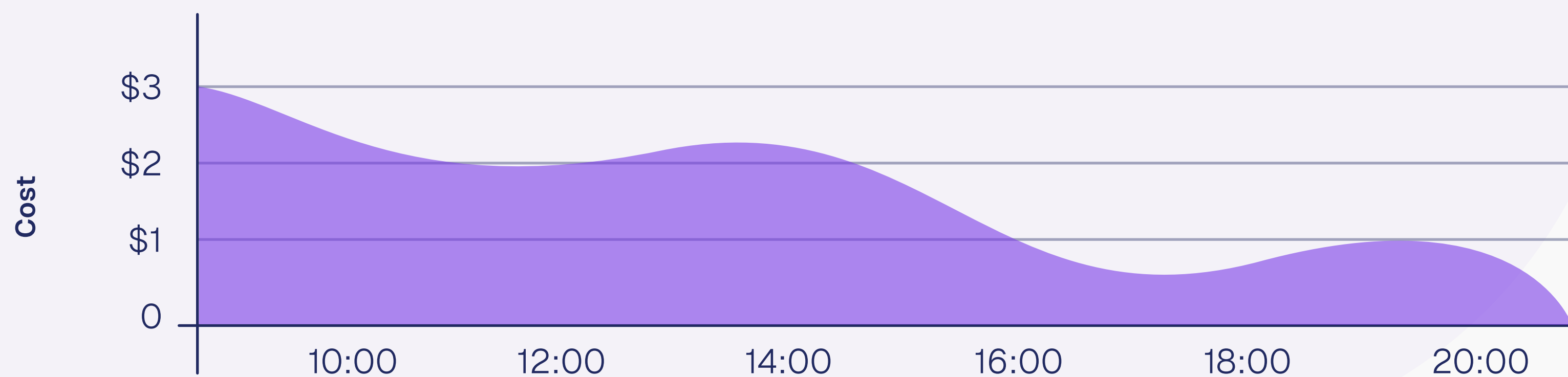
$$\text{Cost Per Result} = \frac{\text{Amount Spent}}{\text{Results}}$$

### Definition

Cost per result measures how much you pay for each result your ad generates.

### Best for

Companies that use SMM, solopreneurs, bloggers that promote products/content, SaaS, eCommerce, digital agencies, B2B and B2C companies, etc.



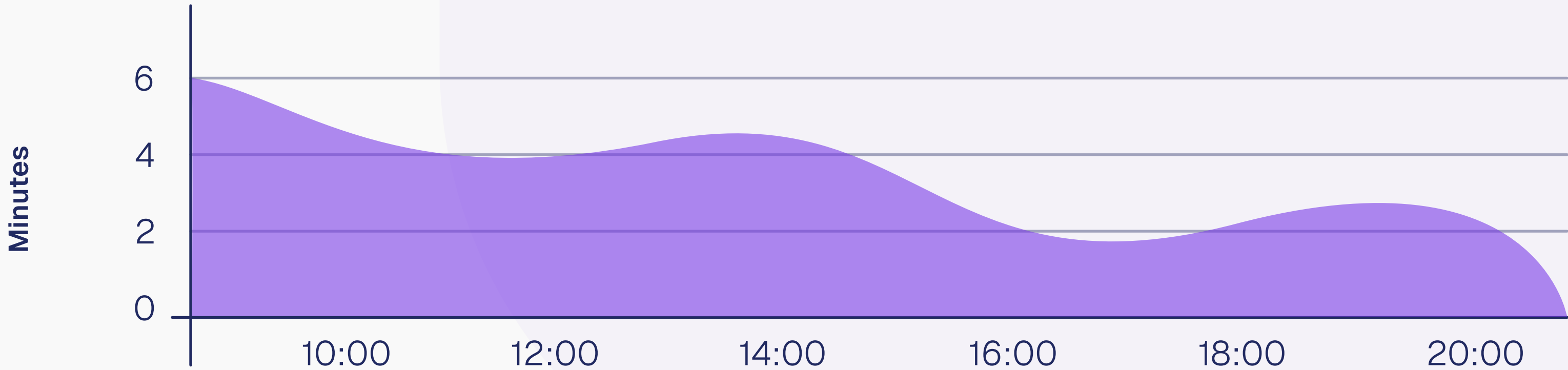
# 4.1 Watch Time

## Definition

Watch time is the total amount of time viewers spend watching your content, including videos and ads.

## Best for

YouTubers, solopreneurs, influencers, companies that use YouTube marketing, digital agencies, vloggers, creative companies/services, SaaS etc



# 4.2 Audience Retention

## Formula

Audience Retention =

# Of Times A Part Of A Video Has Been Watched

Total # Of Views Of The Video

x 100

## Definition

Audience retention shows how many of your YouTube video viewers watch on average.

## Best for

Any kind of business that has customers, from SaaS to banks, manufacturers, brick-and-mortar businesses, eCommerce, everyone can use this metric.

Signup Date	New Users	1	2	3	4
Jan 31	137	96%	92%	90%	88%
Feb 28	154	99%	93%	89%	
Mar 31	180	98%	92%		
Apr 30	208	97%			

## 4.3 Average View Duration

### Formula

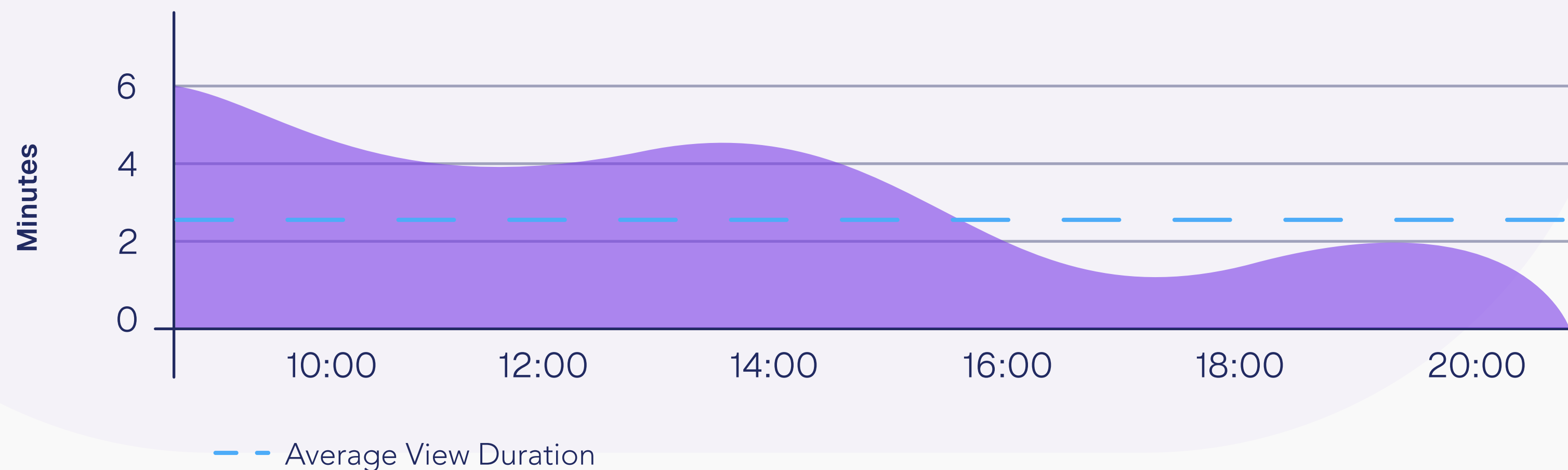
$$\text{Average View duration} = \frac{\text{Total Watch Time}}{\text{\# Of Video Plays}}$$

### Definition

Average view duration is the average amount of time viewers spend watching your video, calculated by dividing total watch time by the number of video plays.

### Best for

YouTubers, solopreneurs, influencers, companies that use YouTube marketing, digital agencies, vloggers, creative companies/services, etc



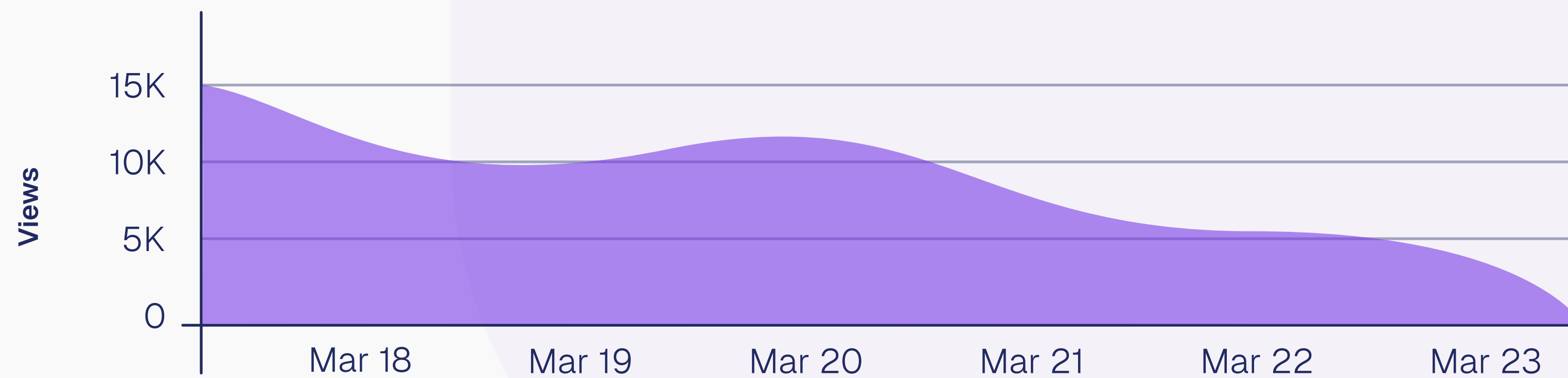
## 4.4 Views

### Definition

Views indicate how many times your video was watched for more than 30 seconds.

### Best for

YouTubers, solopreneurs, influencers, companies that use YouTube marketing, digital agencies, vloggers, creative companies/services, etc.





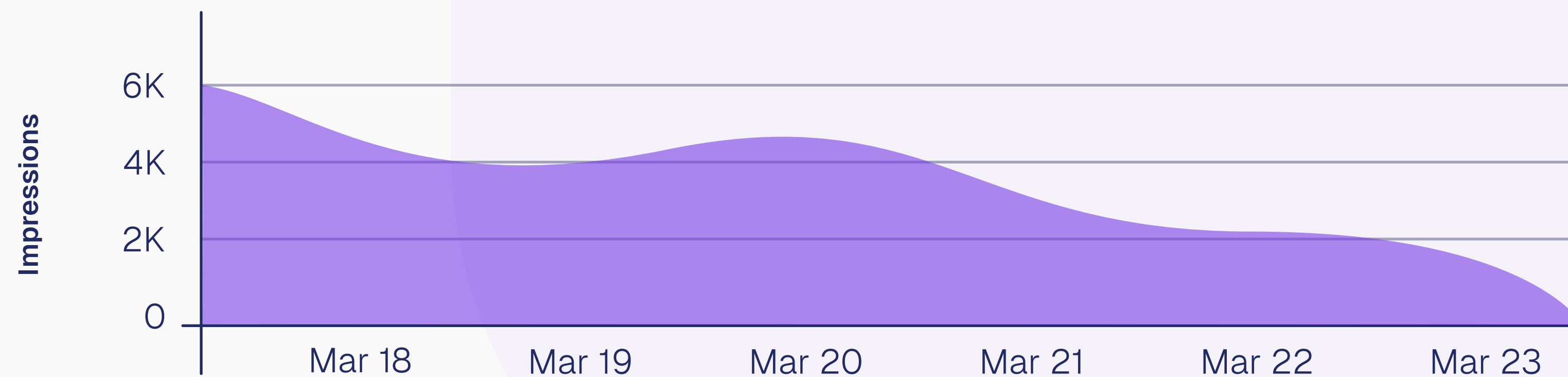
## 4.5 Impressions

### Definition

Impressions indicate how many times your video thumbnails were shown on YouTube.

### Best for

YouTubers, solopreneurs, influencers, companies that use YouTube marketing, digital agencies, vloggers, creative companies/services, etc.



## 4.6 Impressions Click Through Rate

### Formula

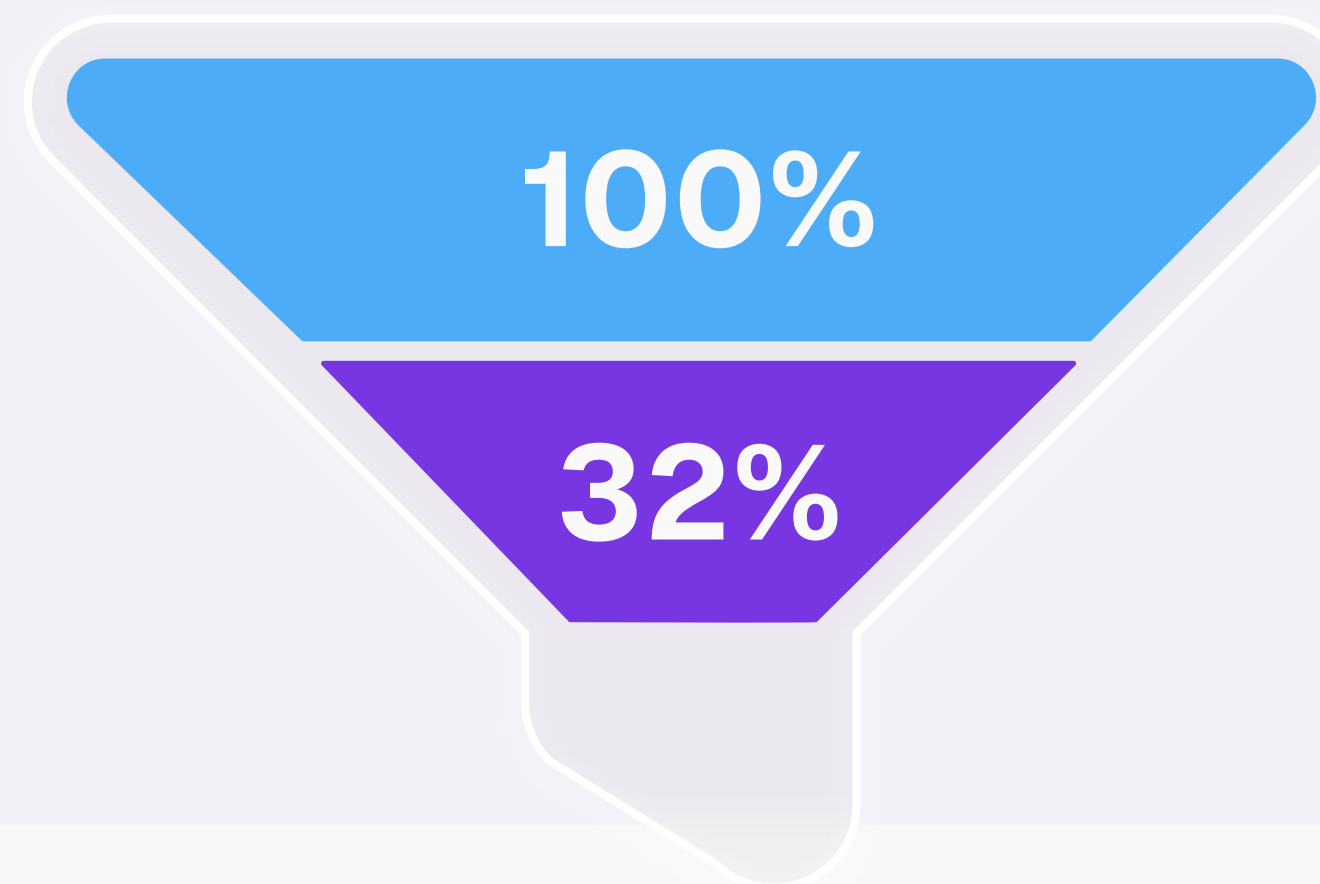
$$\text{Impressions CTR} = \frac{\text{\# Of Clicks}}{\text{\# Of Impressions}} \times 100$$

### Definition

Impressions click-through rate (CTR) measures the percentage of impressions that turned into views on YouTube.

### Best for

YouTubers, solopreneurs, influencers, companies that use YouTube marketing, digital agencies, vloggers, creative companies/services, etc.



■ Impressions

■ Clicks

## 4.7 View Through Rate

### Formula

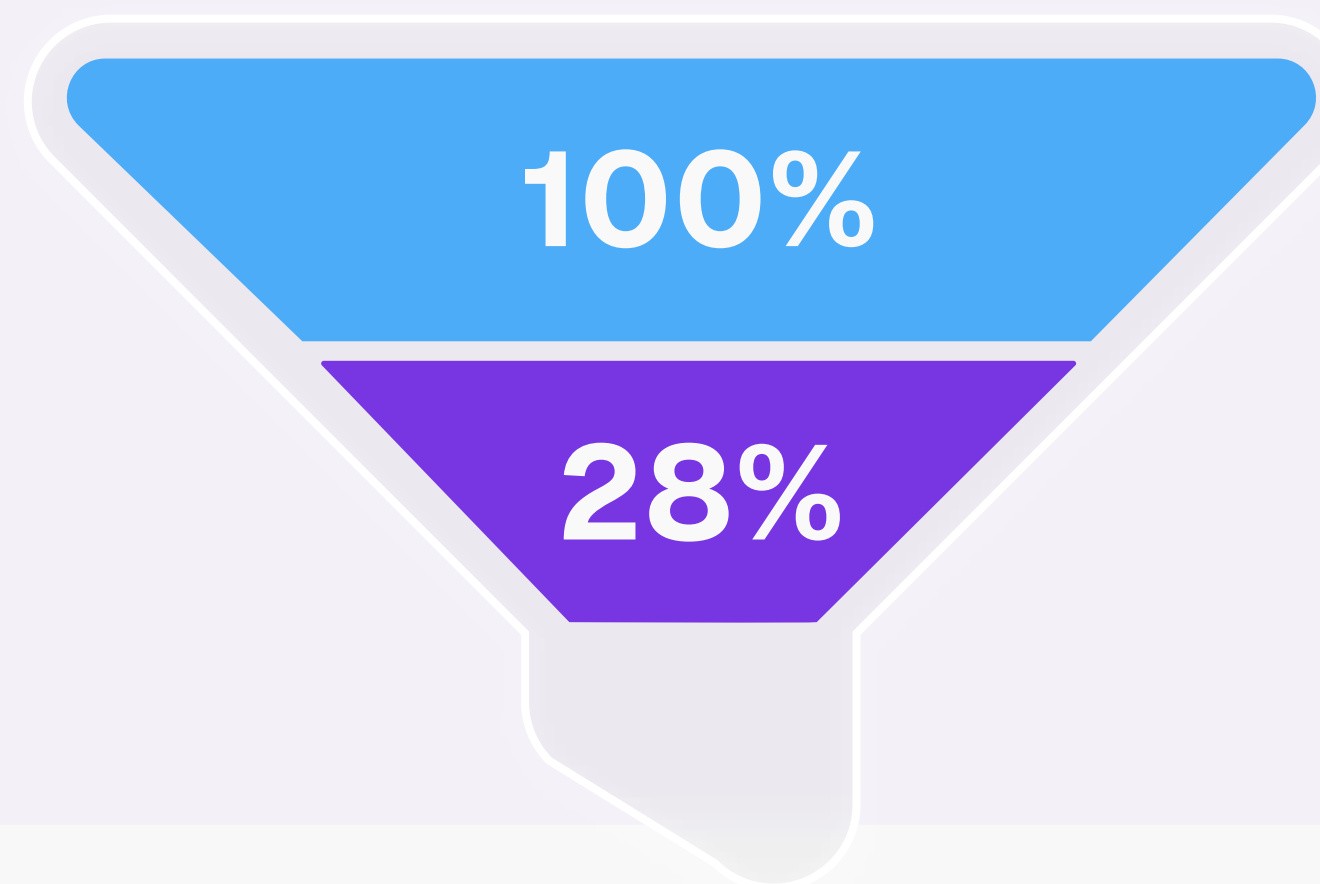
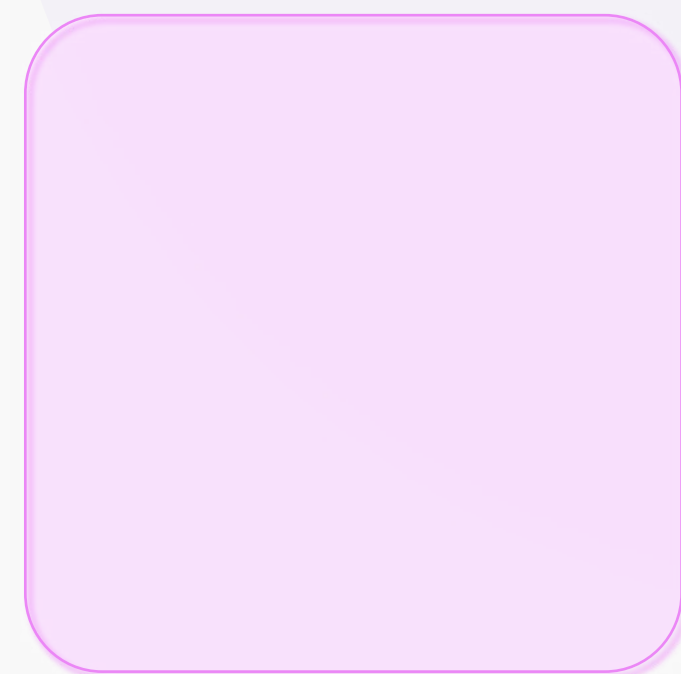
$$\text{View Through Rate} = \frac{\text{\# Of Complete Views}}{\text{\# Of Impressions}} \times 100$$

### Definition

View-through rate (VTR) is the percentage of people who watched your video ad to completion after seeing it, calculated by dividing completed views by total impressions.

### Best for

YouTubers, solopreneurs, influencers, companies that use YouTube marketing, digital agencies, vloggers, creative companies/services, etc.



## 4.8 Average Cost Per View

### Formula

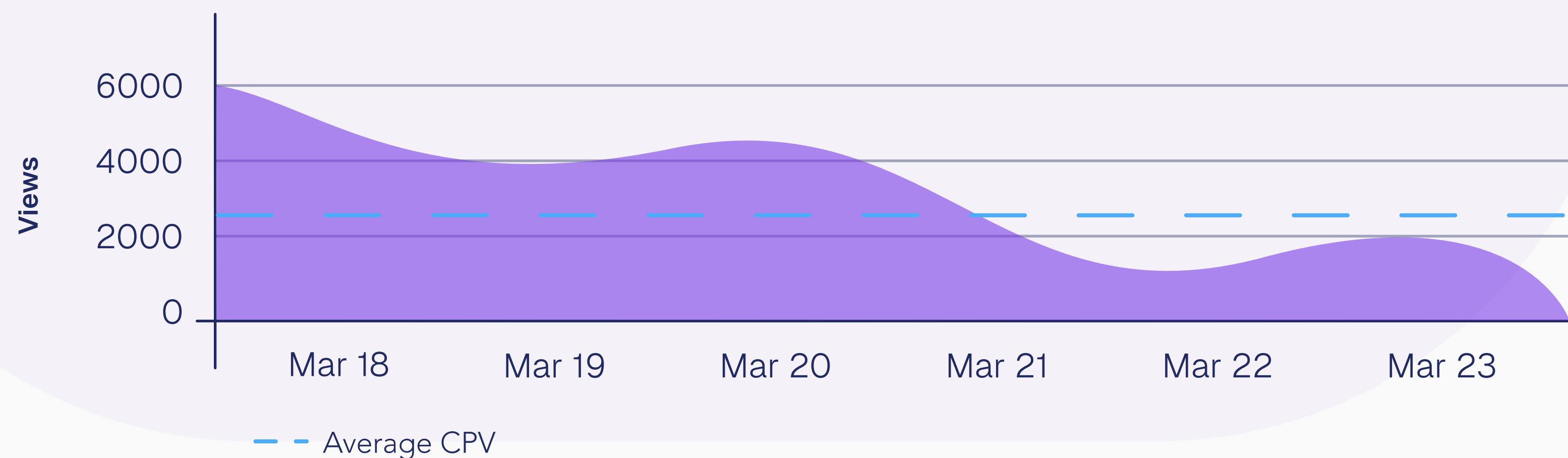
$$\text{Avg CPV} = \frac{\text{Total Ad Spend}}{\text{Total Measured Views}}$$

### Definition

Average cost per view (CPV) is the amount an advertiser pays each time someone views their video ad.

### Best for

YouTubers, solopreneurs, influencers, companies that use YouTube marketing, digital agencies, vloggers, creative companies/services, etc.



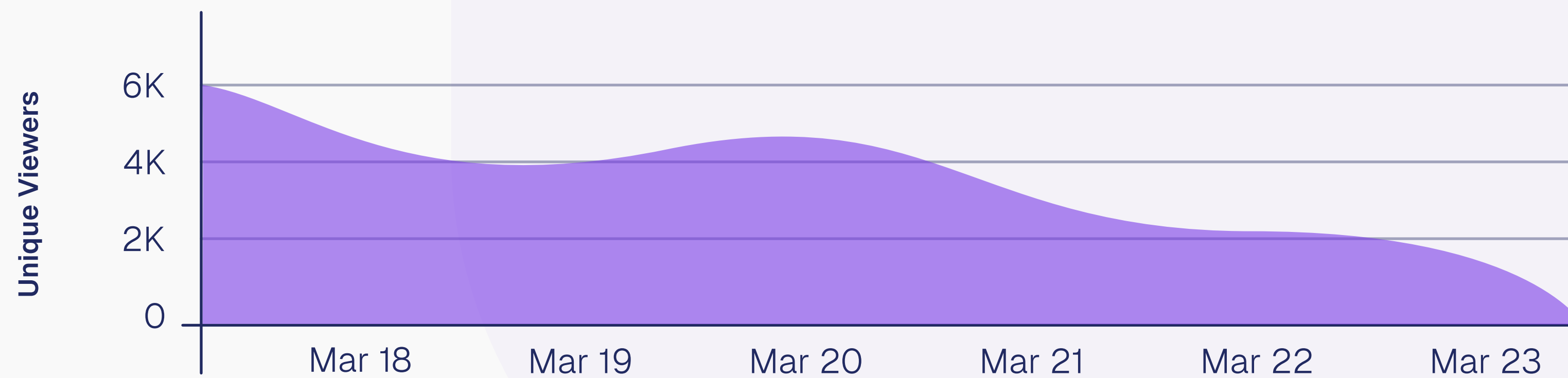
## 4.9 Unique Viewers

### Definition

This metric refers to the viewers who watch your video for the first time.

### Best for

YouTubers, solopreneurs, influencers, and companies that use YouTube marketing, digital agencies, vloggers, creative companies/services, etc.





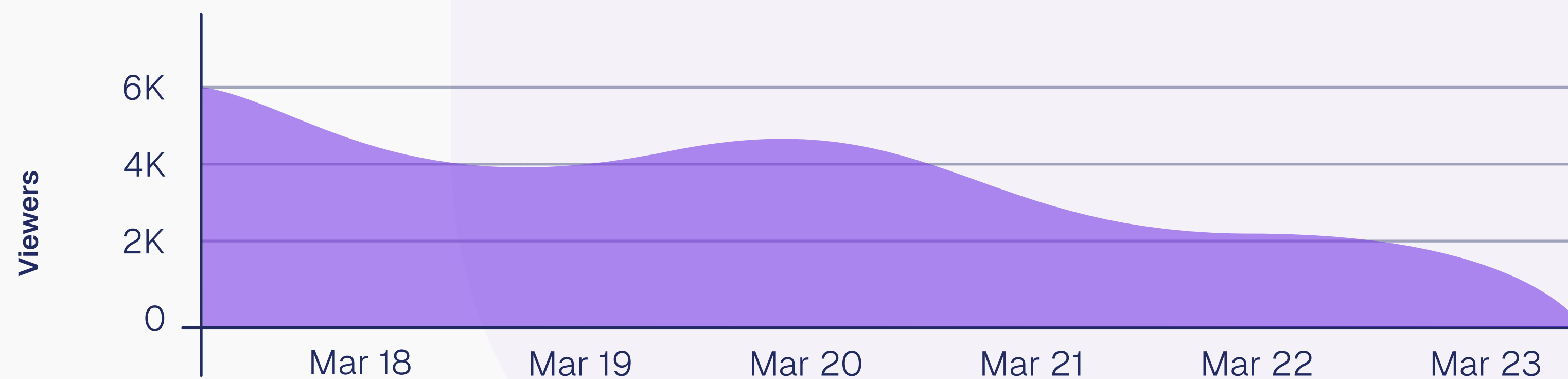
## 4.10 Playlist Engagement

### Definition

Playlist engagement rate shows how viewers interact with your playlist, based on how many videos they watch (views per playlist) and how long they stay (average time on playlist).

### Best for

YouTubers, solopreneurs, influencers, companies that use YouTube marketing, digital agencies, vloggers, creative companies/services, etc.



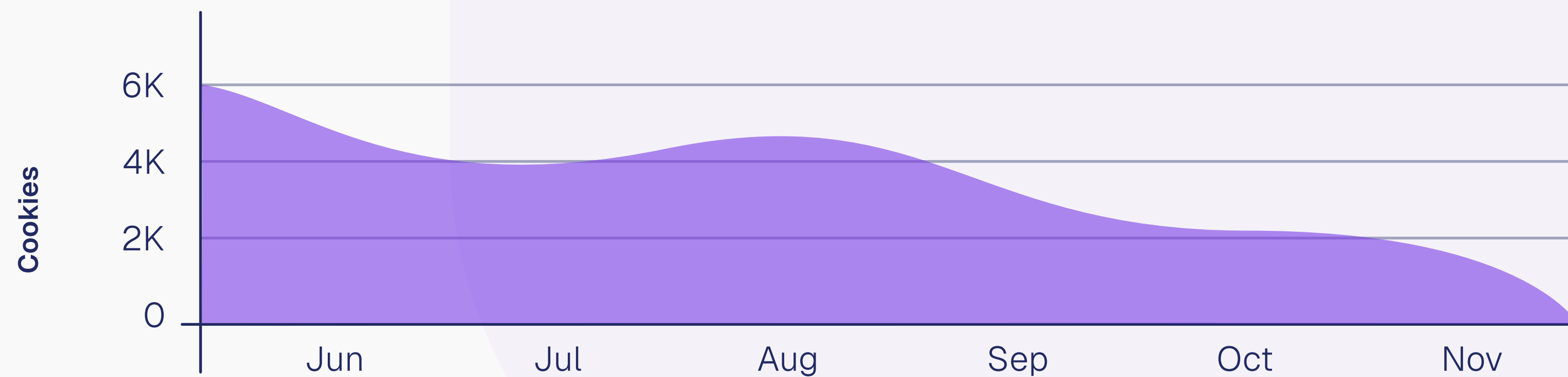
## 4.11 Unique Cookies (Reach)

### Definition

Unique cookies or Unique Reach is the number of distinct browser cookies used to identify users who viewed or interacted with your ads during a given period.

### Best for

YouTubers, solopreneurs, influencers, companies that use YouTube marketing, digital agencies, vloggers, creative companies/services, etc.



## 4.12 Card Click-Through Rate

### Formula

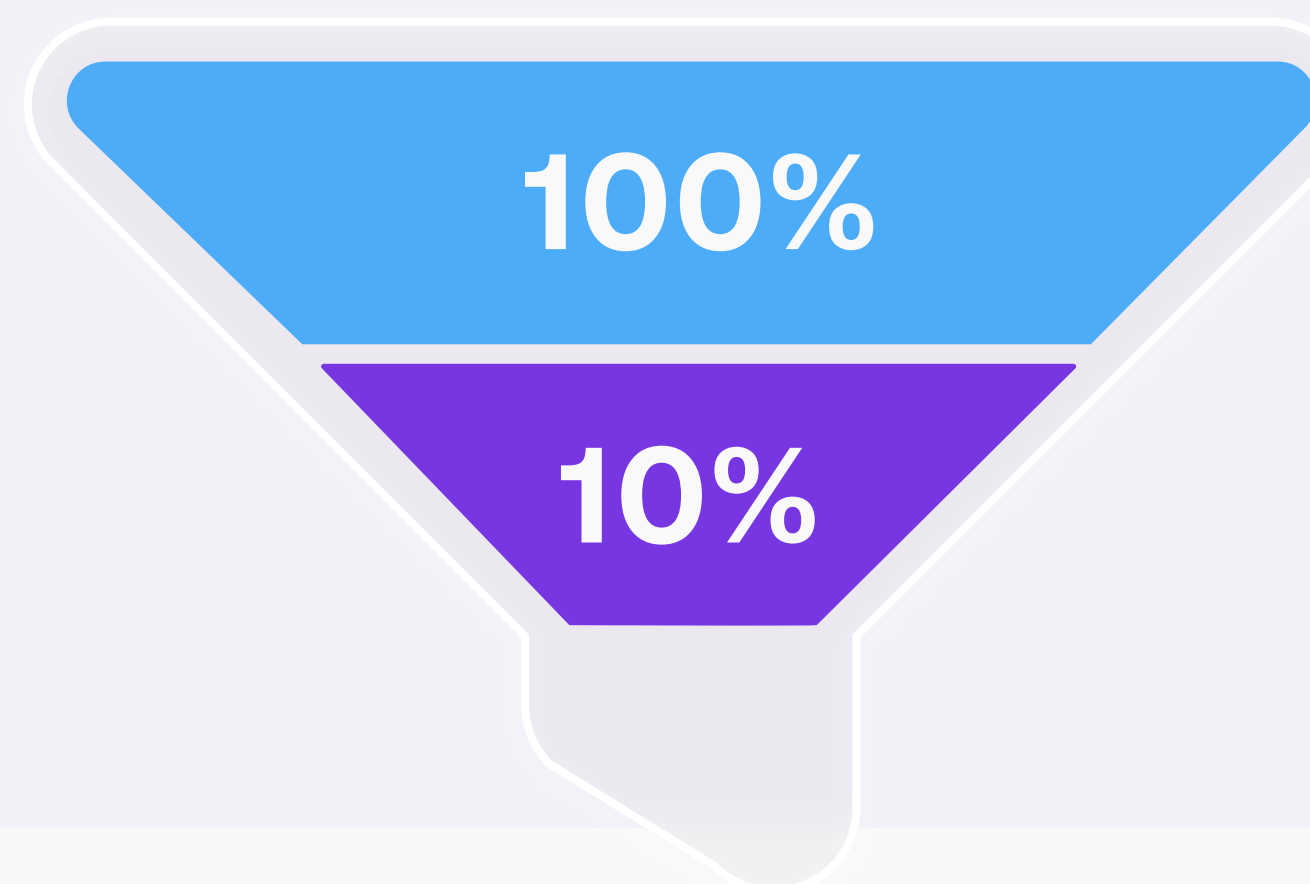
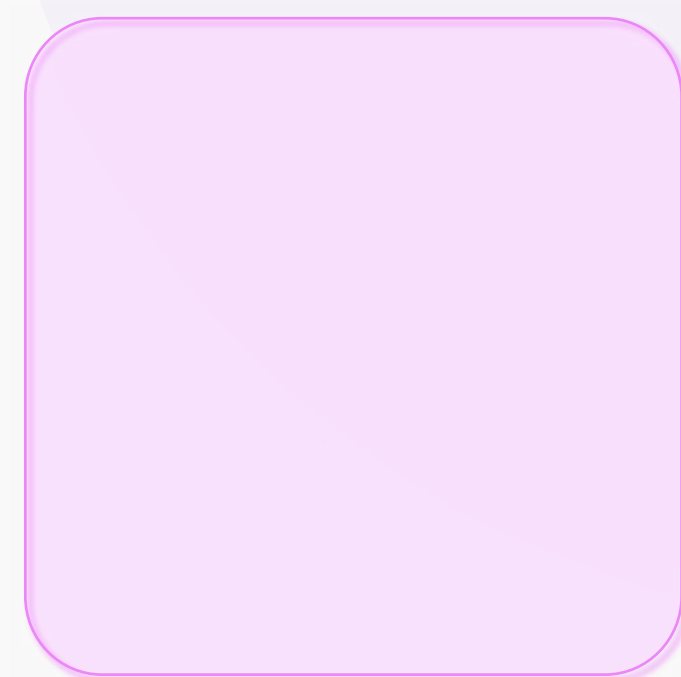
$$\text{Card CTR} = \frac{\text{\# Of Card Clicks}}{\text{\# Of Card Impressions}} \times 100$$

### Definition

Card click-through rate (CTR) is the percentage of card impressions that resulted in clicks.

### Best for

YouTubers, solopreneurs, influencers, companies that use YouTube marketing, digital agencies, vloggers, creative companies/services, etc.



■ Card Impressions

■ Card Clicks

# 4.13 Average View Frequency

## Formula

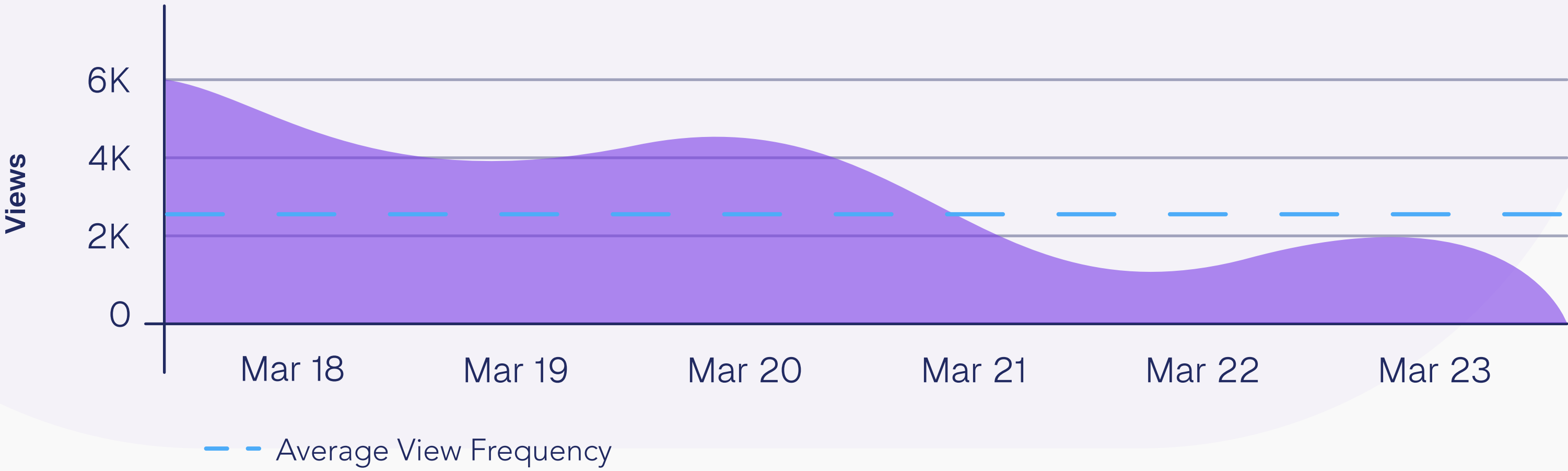
$$\text{Average View Frequency} = \frac{\text{Total \# Of Ad Views}}{\text{Total \# Of Video Views}}$$

## Definition

Average view frequency is the average number of times people have viewed your video ad.

## Best for

YouTubers, solopreneurs, influencers, companies that use YouTube marketing, digital agencies, vloggers, creative companies/services, etc.



# 4.14 Average Impression Frequency

## Formula

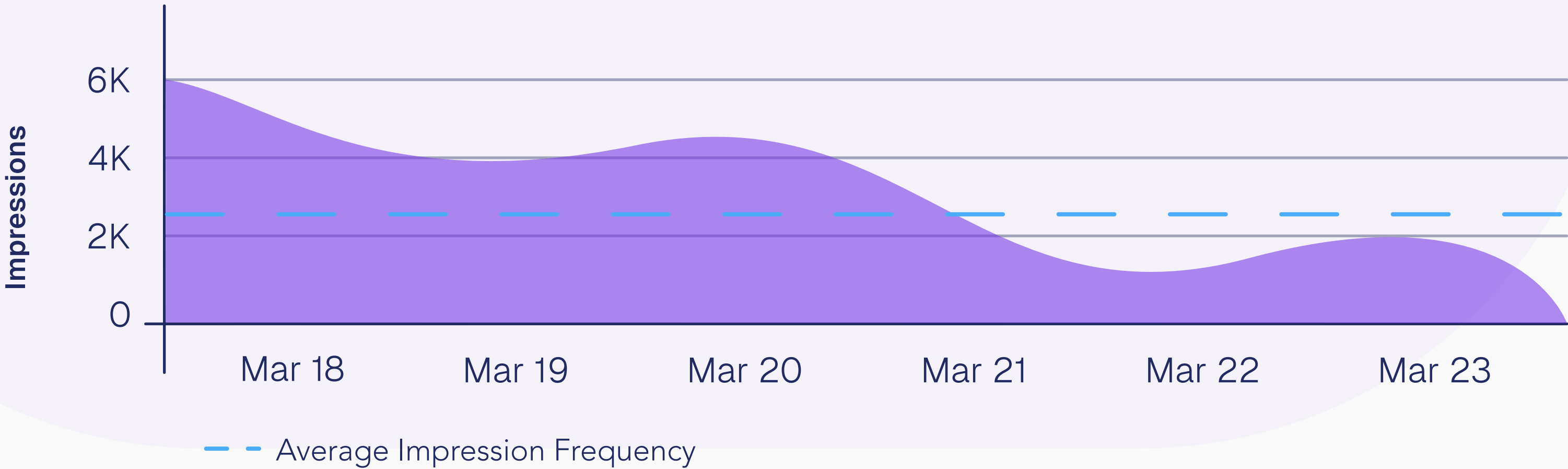
$$\text{Average Impression Frequency} = \frac{\text{Total \# Of Ad Impressions}}{\text{Total \# Of Video Impressions}} \times 100$$

## Definition

It is the average number of times your video ad was shown.

## Best for

YouTubers, solopreneurs, influencers, companies that use YouTube marketing, digital agencies, vloggers, creative companies/services, etc.





## 4.15 Subscriber Growth

### Formula

$$\text{Subscriber Growth} = \frac{N - U}{S} \times 100$$

**N** = # of New Subscribers

**U** = # of Unsubscribers

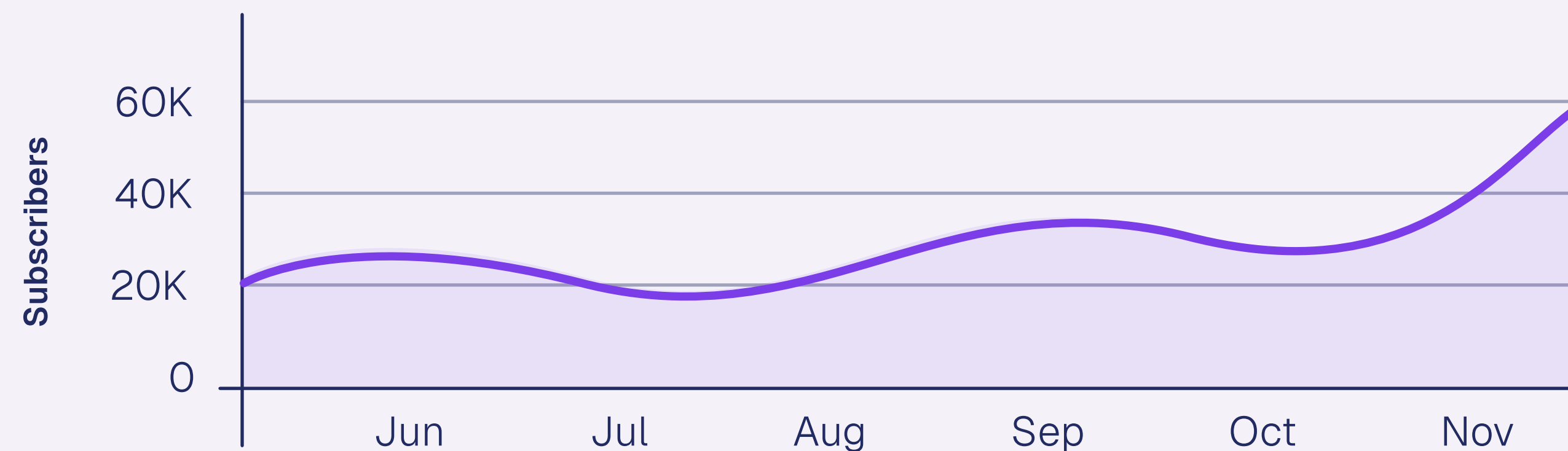
**S** = # of Old Subscribers

### Definition

Measures how quickly your YouTube channel's subscriber base grows over time.

### Best for

YouTubers, solopreneurs, influencers, companies that use YouTube marketing, digital agencies, vloggers, creative companies/services, etc.



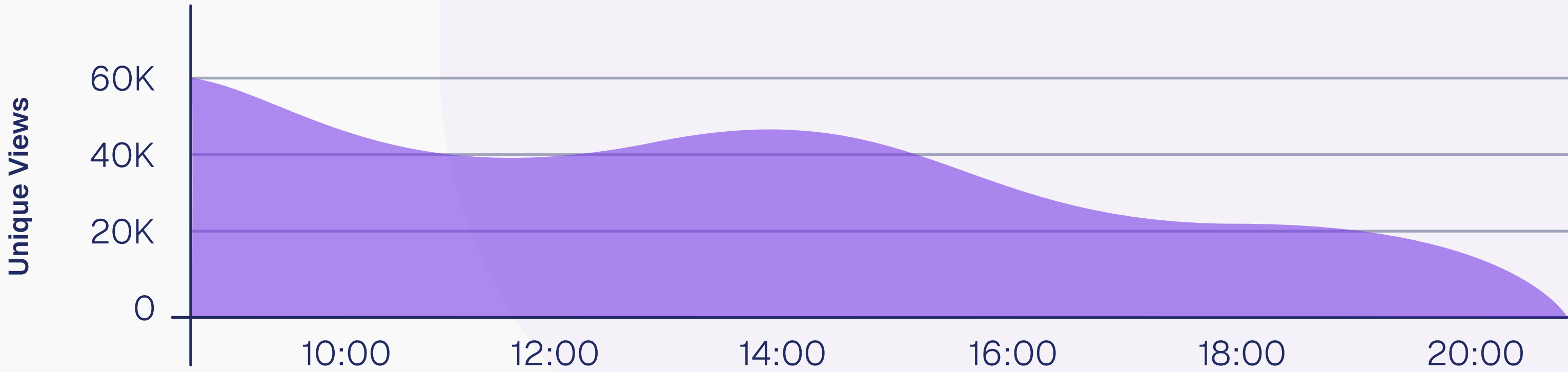
5.1 Reach

Definition

Instagram Reach is the total number of people (unique accounts) your post or story reached.

Best for

Companies that use SMM, solopreneurs, influencers that promote products/content, SaaS, eCommerce, digital agencies, B2B and B2C companies, etc.



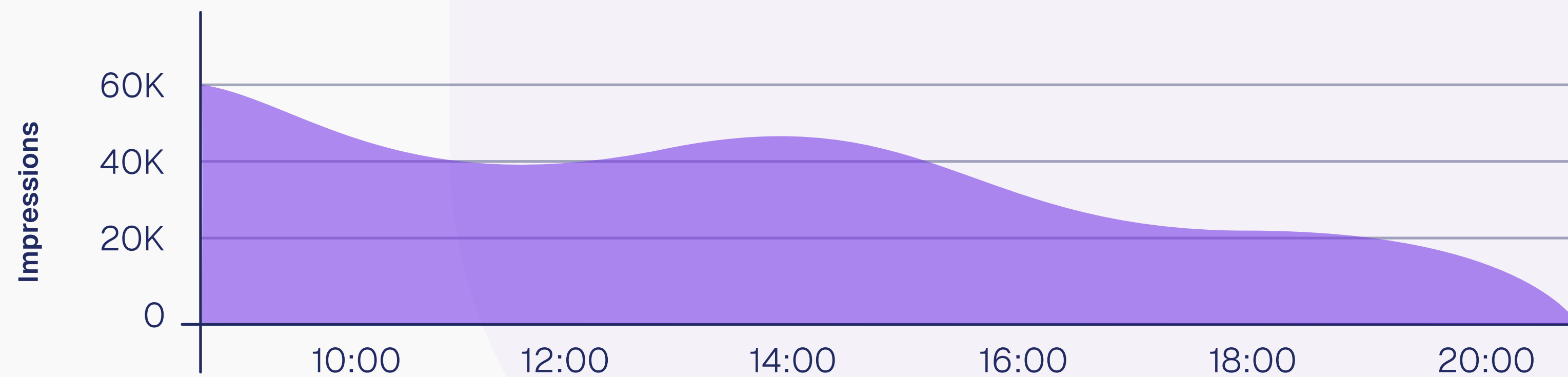
## 5.2 Impressions

### Definition

Impressions show how many times your content (posts, stories, etc.) was displayed on Instagram, regardless of how many people saw it.

### Best for

Companies that use SMM, solopreneurs, bloggers that promote products/content, SaaS, eCommerce, digital agencies, B2B and B2C companies, etc.



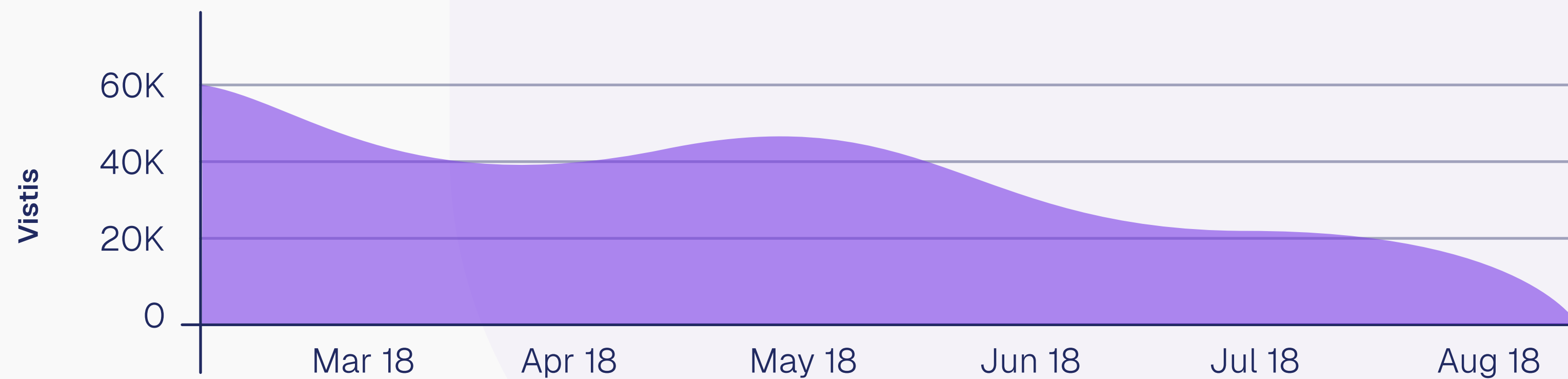
## 5.3 Profile Visits

### Definition

This metric indicates the number of people that visited your Instagram account.

### Best for

Companies that use SMM, solopreneurs, bloggers that promote products/content, SaaS, eCommerce, digital agencies, B2B and B2C companies, etc.



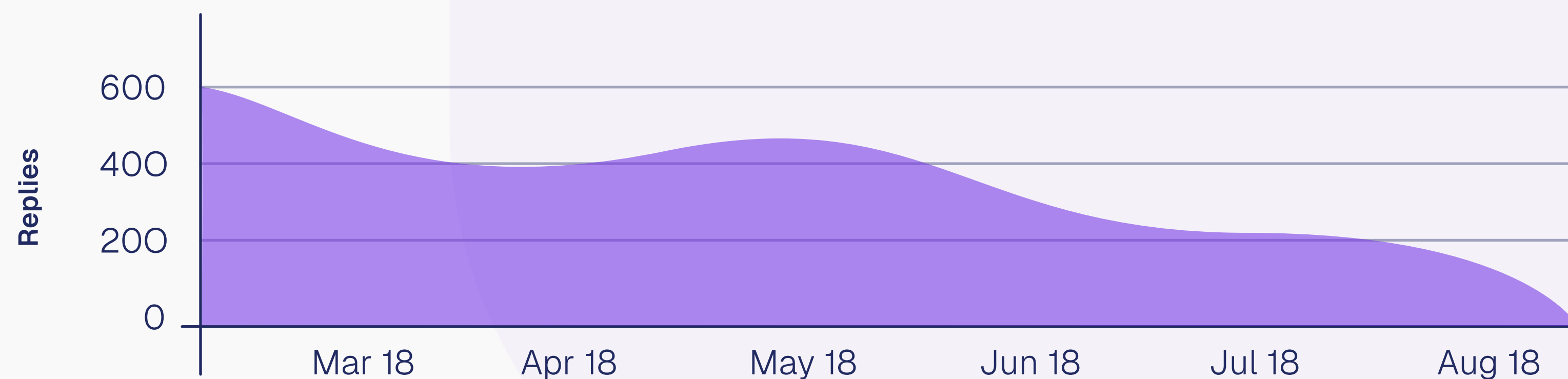
## 5.4 Story Replies

### Definition

Story replies show how many responses your Instagram story received.

### Best for

Companies that use SMM, solopreneurs, bloggers that promote products/content, SaaS, eCommerce, digital agencies, B2B and B2C companies, etc.





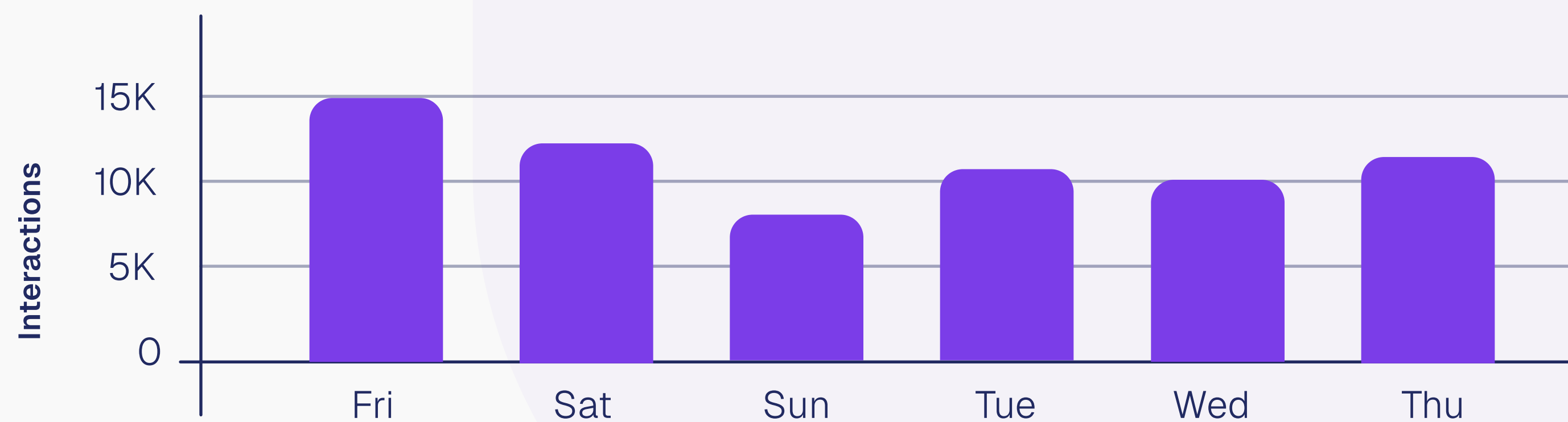
## 5.5 Interactions

### Definition

The total number of actions taken on your content, including likes, comments, saves, and shares.

### Best for

Companies that use SMM, solopreneurs, bloggers that promote products/content, SaaS, eCommerce, digital agencies, B2B and B2C companies, etc.



# 5.6 Engagement Rate

## Formula

$$\text{Engagement Rate} = \frac{\text{Total engagement}}{\text{Total Followers}} \times 100$$

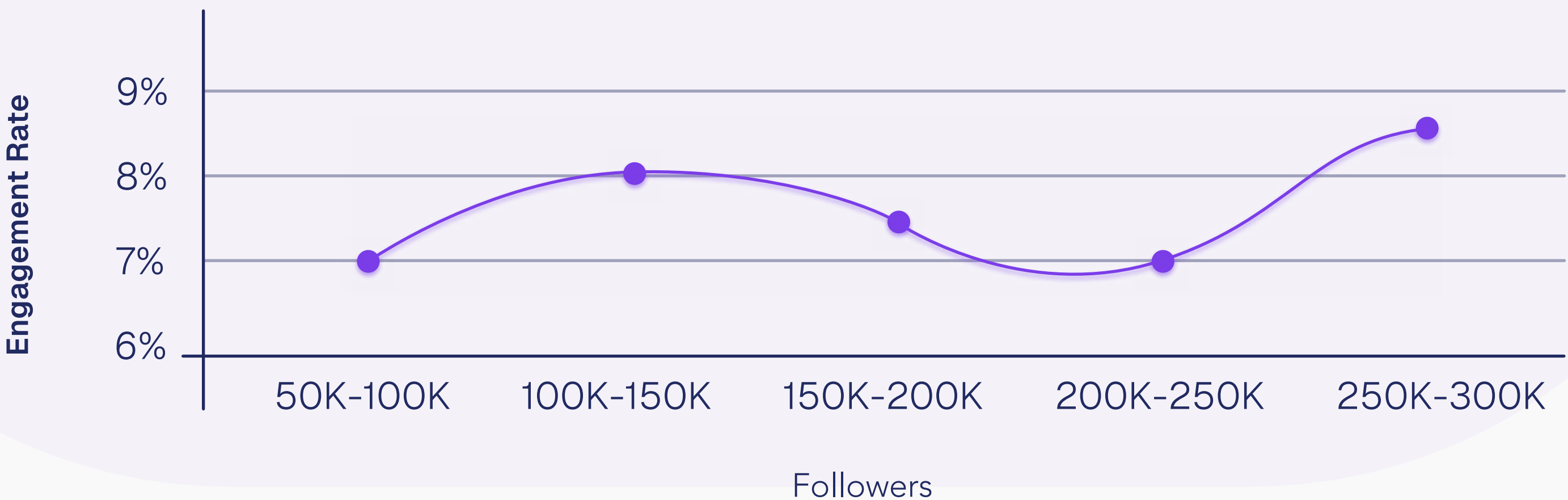
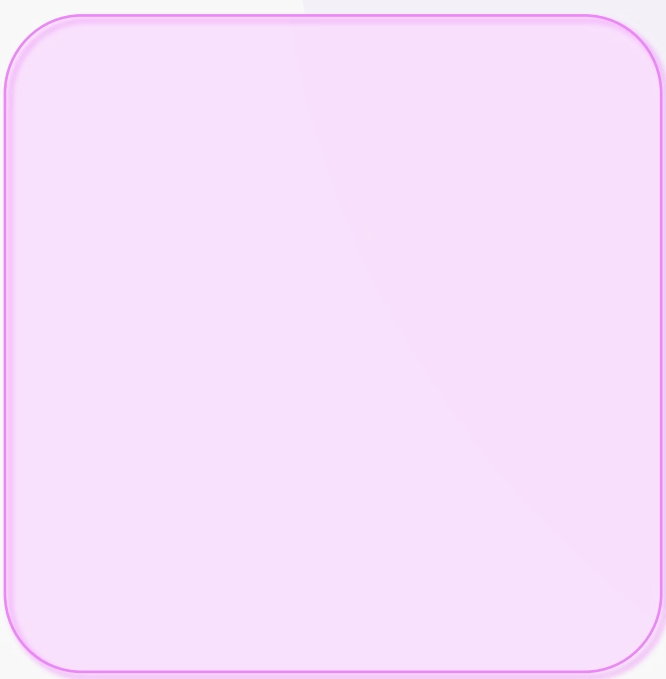
Total engagement = Likes, Comments, and Saves

## Definition

Measures how much users interact with your content (likes, comments, shares, saves) relative to your audience.

## Best for

Companies that use SMM, solopreneurs, bloggers that promote products/content, SaaS, eCommerce, digital agencies, B2B and B2C companies, etc.



## 5.7 Follower Growth

### Formula

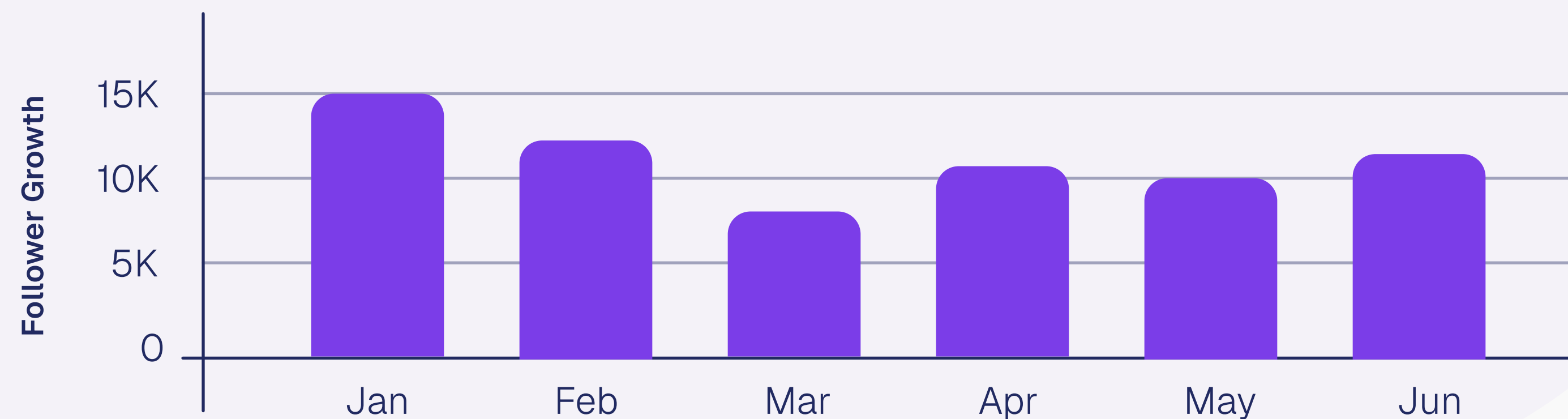
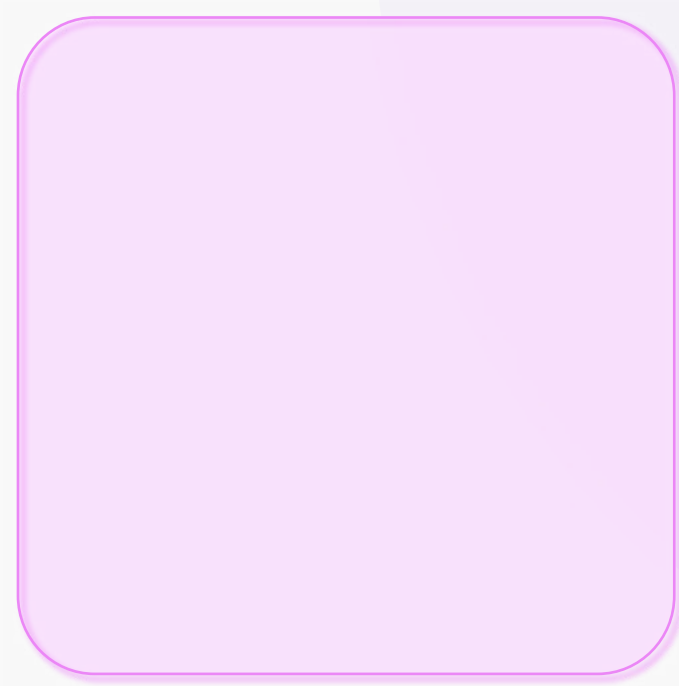
$$\text{Follower Growth} = \frac{\text{New Followers} - \text{Lost Followers}}{\text{Total Followers}} \times 100$$

### Definition

The net change in your followers over a specific period.

### Best for

Companies that use SMM, solopreneurs, bloggers that promote products/content, SaaS, eCommerce, digital agencies, B2B and B2C companies, etc.



## Chapter 6: Marketing Growth

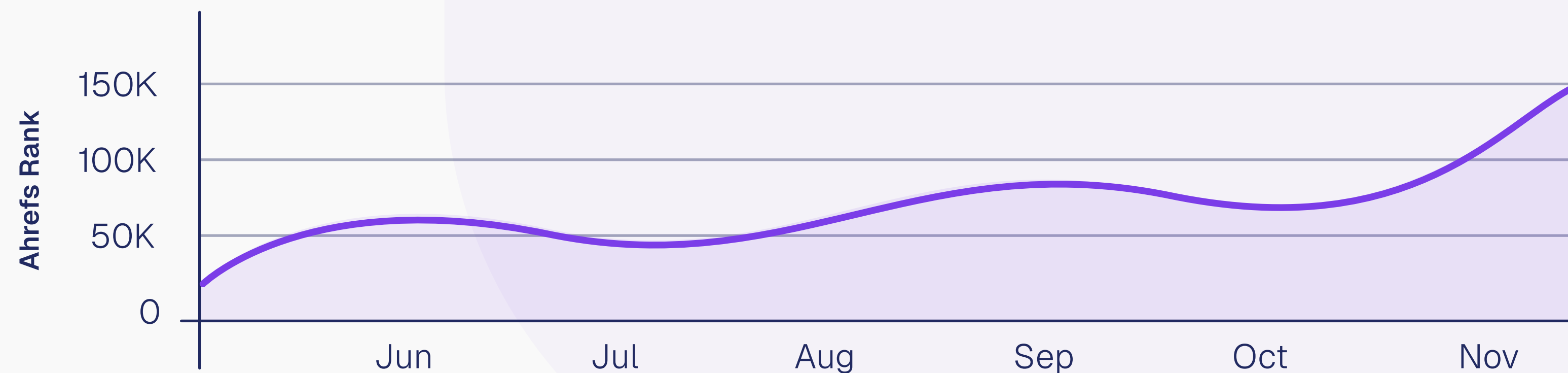
### 6.1 Ahrefs Rank

#### Definition

Ahrefs Rank (AR) is a list of all the websites in the Ahrefs database, ranked by their Domain Rating.

#### Best for

Any company that uses Search Engine Marketing (SEM), SaaS, eCommerce, bloggers promoting products/services, marketing agencies, entrepreneurs, influencers, etc.



## 6.2 Domain Rank

### Definition

Domain rank is a metric that evaluates a website's strength based on its backlinks. It looks at how many sites link to you and how trustworthy those sites are, helping estimate how credible and likely your website is to rank in search results. The higher your domain rank, the stronger and more authoritative your website is considered.

### Best for

Any company that uses SEM, SaaS, eCommerce, bloggers promoting products/services, marketing agencies, entrepreneurs, influencers, etc.



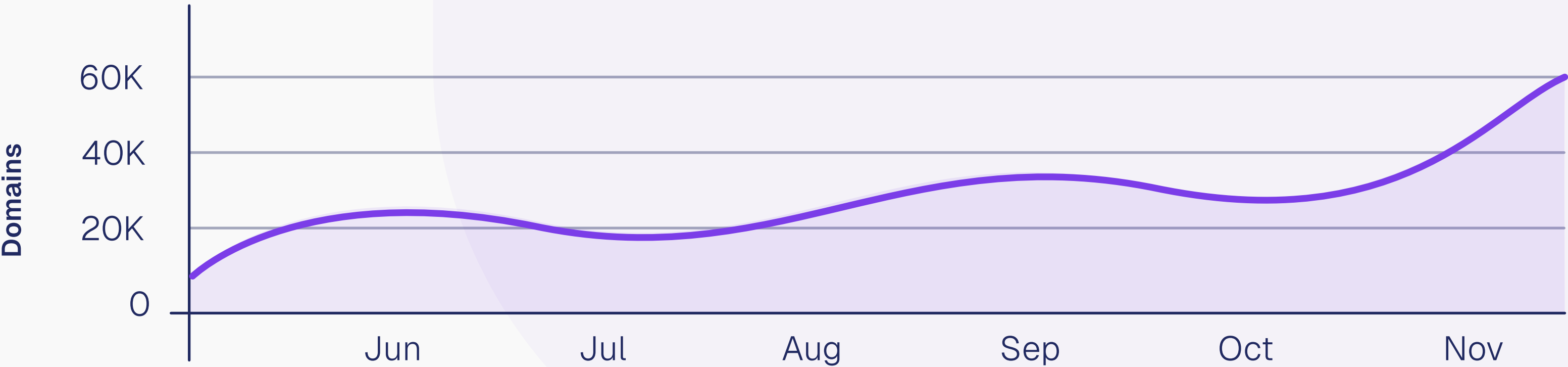
## 6.3 Referring Domains

### Definition

A referring domain is a unique website that links back to your site. The more high-quality referring domains you have, the stronger your backlink profile and overall authority.

### Best for

Any company that uses SEM, SaaS, eCommerce, bloggers promoting products/services, marketing agencies, entrepreneurs, influencers, etc.





## 6.4 URL Rating

### Definition

URL rating (UR) measures the strength and quality of a specific page's backlink profile, based on the quantity and quality of links pointing to it.

### Best for

Any company that uses SEM, SaaS, eCommerce, bloggers promoting products/services, marketing agencies, entrepreneurs, influencers, etc.



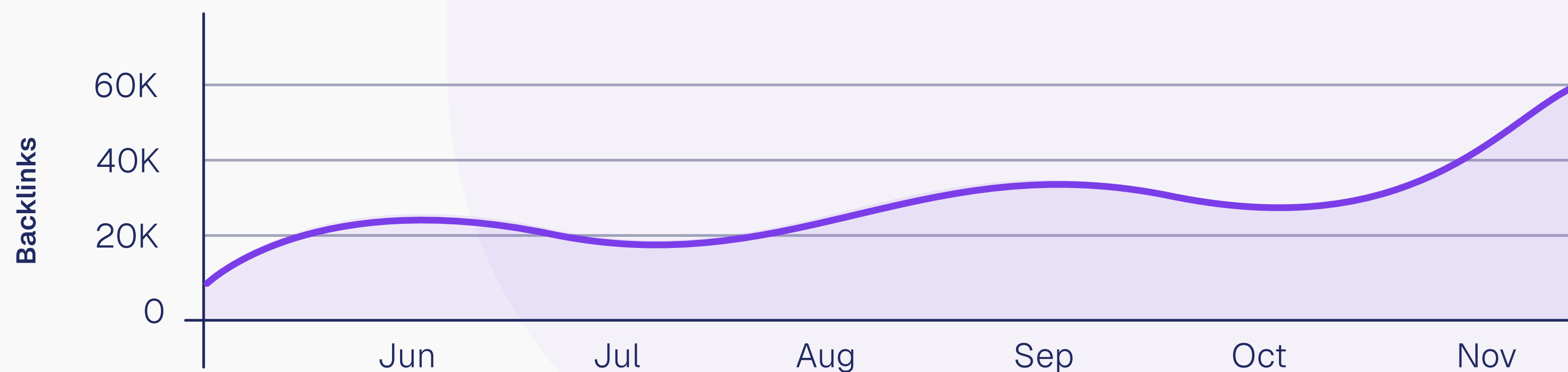
## 6.5 Backlinks

### Definition

A backlink is a link from another website that points to your site.

### Best for

Any company that uses SEM, SaaS, eCommerce, bloggers promoting products/services, marketing agencies, entrepreneurs, influencers, etc.



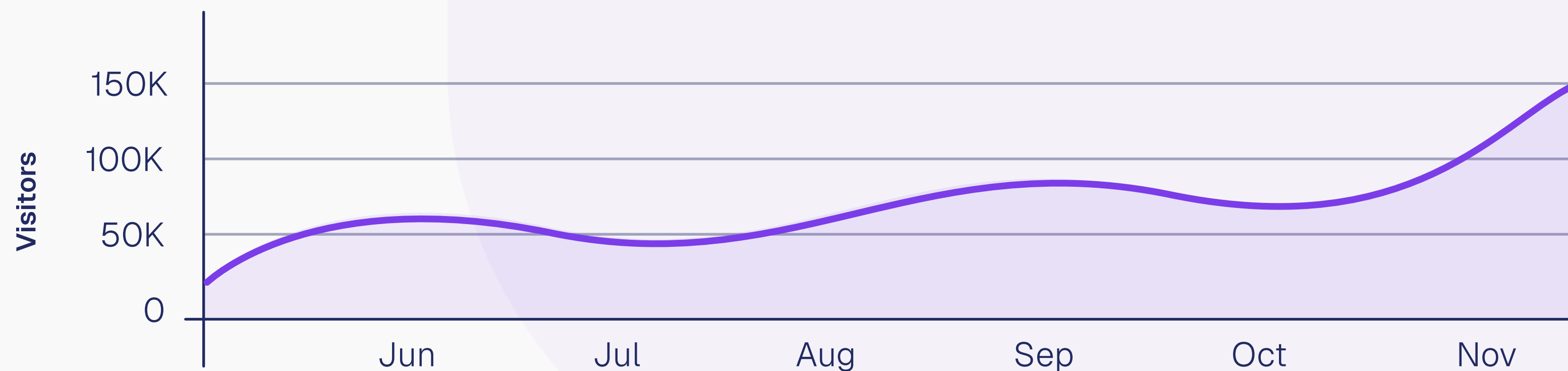
## 6.6 Organic Traffic

### Definition

Organic traffic is used to describe the number of visitors that end up on your page through a search result and not a paid ad.

### Best for

Any company that uses SEM, SaaS, eCommerce, bloggers promoting products/services, marketing agencies, entrepreneurs, influencers, etc.



## 6.7 Keyword Search Volume

### Formula

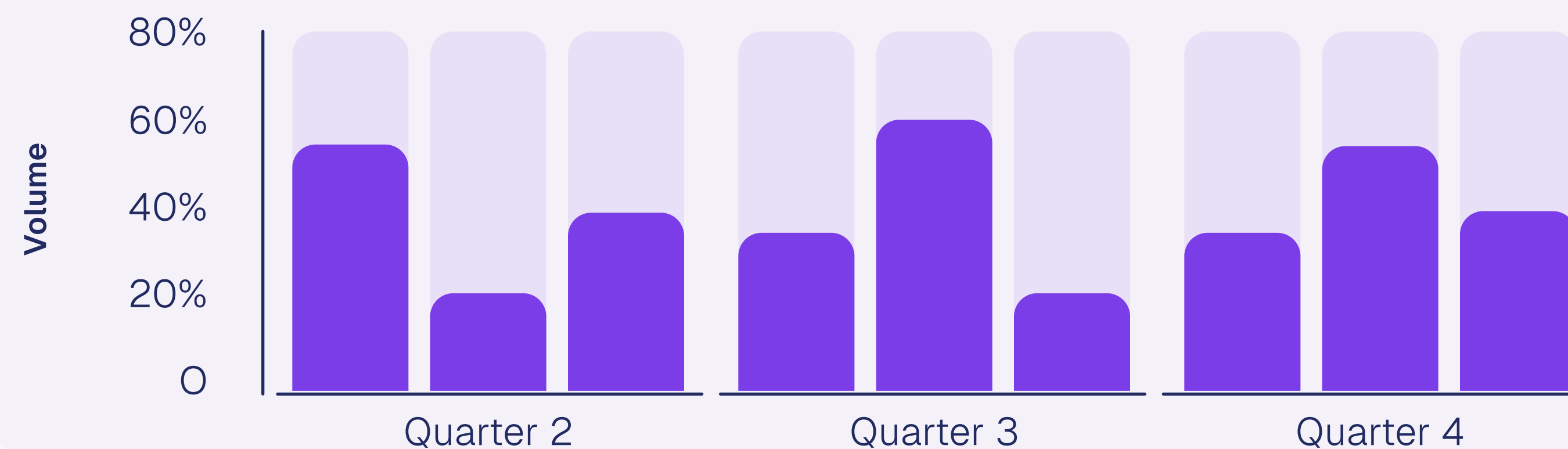
$$\text{Keyword Search Volume} = \frac{\text{Sum Of Annual Searches Per Keyword}}{12}$$

### Definition

The keyword search volume is the number of searches conducted for a keyword over a specific timeframe.

### Best for

Any company that uses SEM, SaaS, eCommerce, bloggers promoting products/services, marketing agencies, entrepreneurs, influencers, etc.



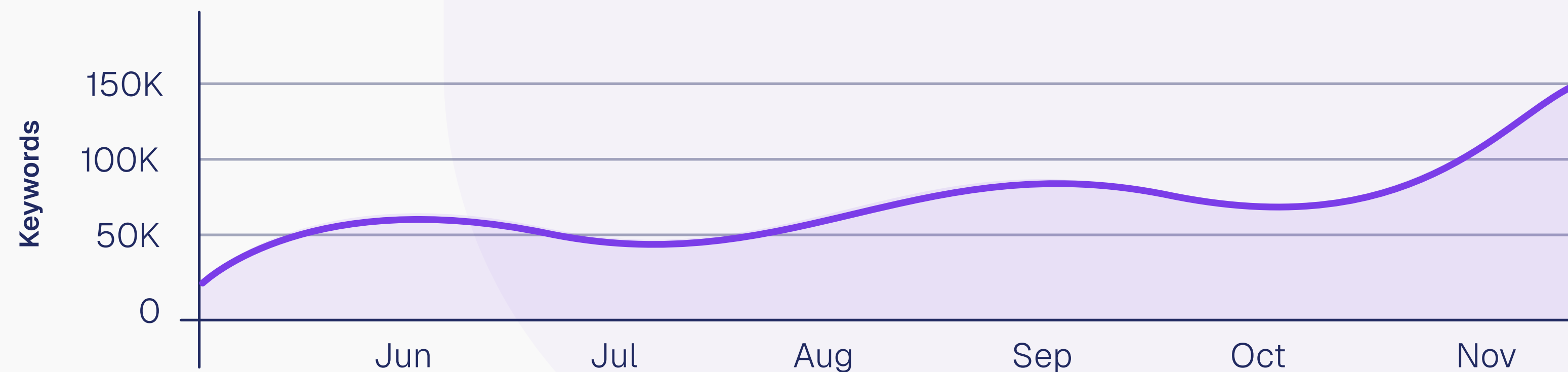
## 6.8 Organic Keywords

### Definition

Shows the number of keywords that a specific website or URL ranks for in the SERPs(Search Engine Results Pages).

### Best for

Any company that uses SEM, SaaS, eCommerce, bloggers promoting products/services, marketing agencies, entrepreneurs, influencers, etc.



# Chapter 7: PPC Advertising

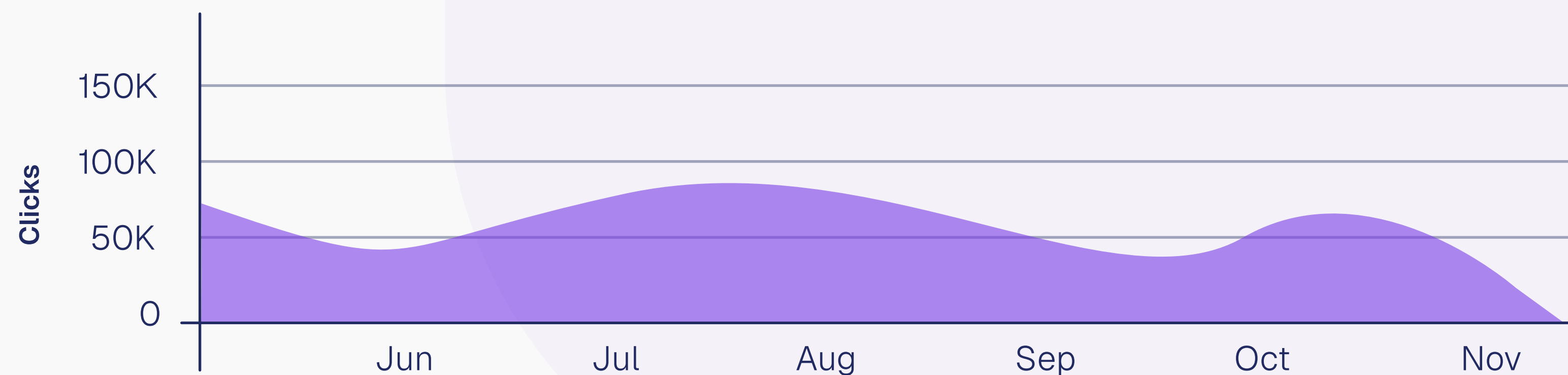
## 7.1 Number Of Clicks

### Definition

The total number of times users clicked on your ad or PPC campaign within a specific period.

### Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc.





## 7.2 Click-Through Rate

### Formula

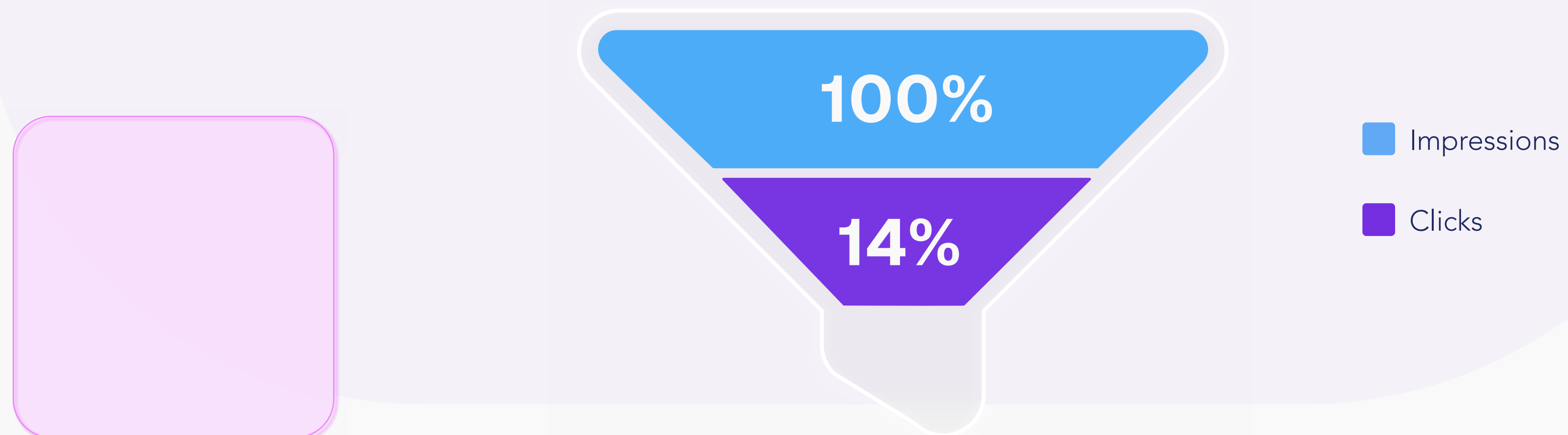
$$\text{Click-Through Rate} = \frac{\text{\# Of Clicks That Your Ad Receives}}{\text{\# Of Impressions}} \times 100$$

### Definition

Click-through rate (CTR) for ads is the percentage of impressions that result in clicks.

### Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc.



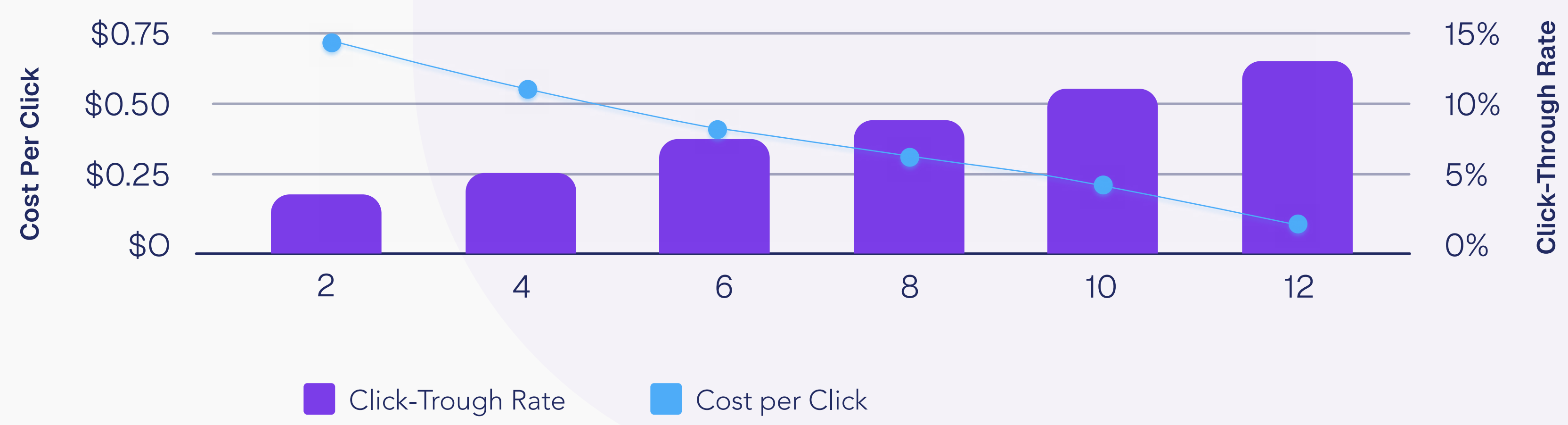
# 7.3 Quality Score

## Definition

Quality score is Google's rating of the relevance and quality of your ads, keywords, and landing pages, which influences your ad performance and cost.

## Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc.



## 7.4 Cost Per Click

### Formula

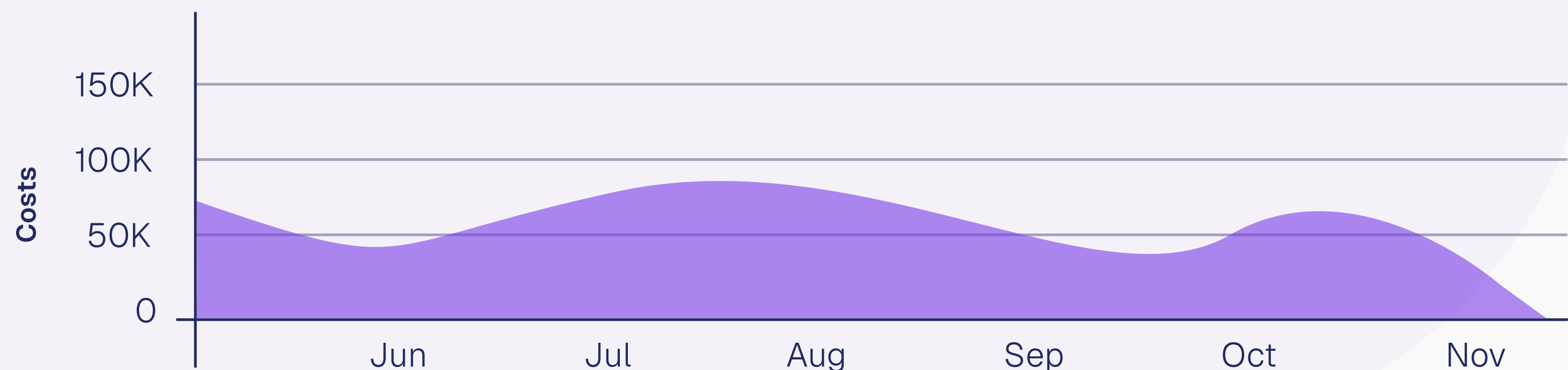
$$\text{Cost Per Click} = \frac{\text{Total Cost Of Your Campaign}}{\text{Total \# Of Clicks}}$$

### Definition

Cost per click (CPC) is the amount an advertiser pays for each click on their ad.

### Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc.



## 7.5 Cost Per Acquisition

### Formula

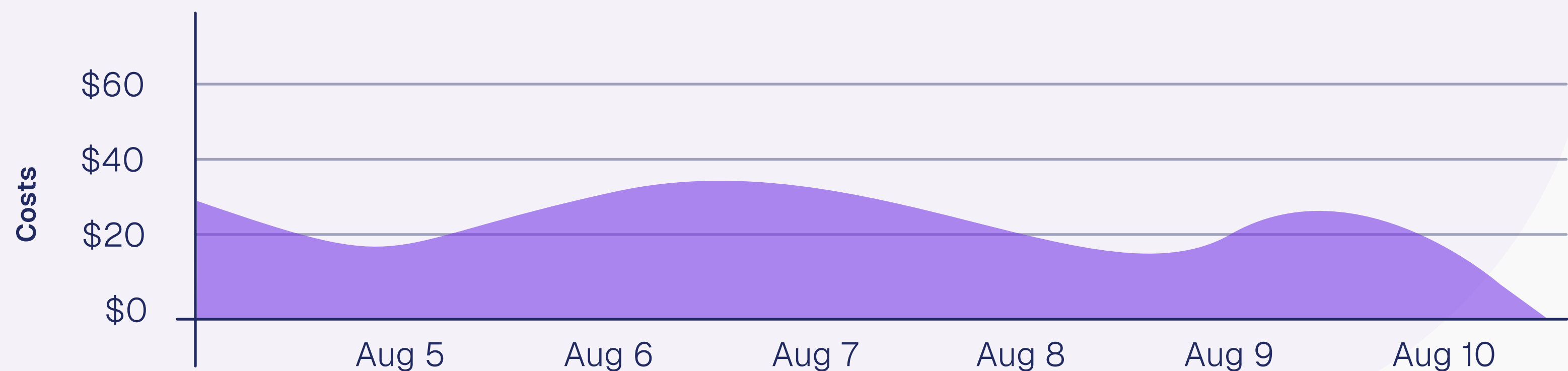
$$\text{Cost Per Acquisition} = \frac{\text{Total Spent}}{\text{\# Of The Customers Acquired}}$$

### Definition

Cost per acquisition (CPA) is the cost an advertiser pays to acquire a customer.

### Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc.



## 7.6 Conversion Rate

### Formula

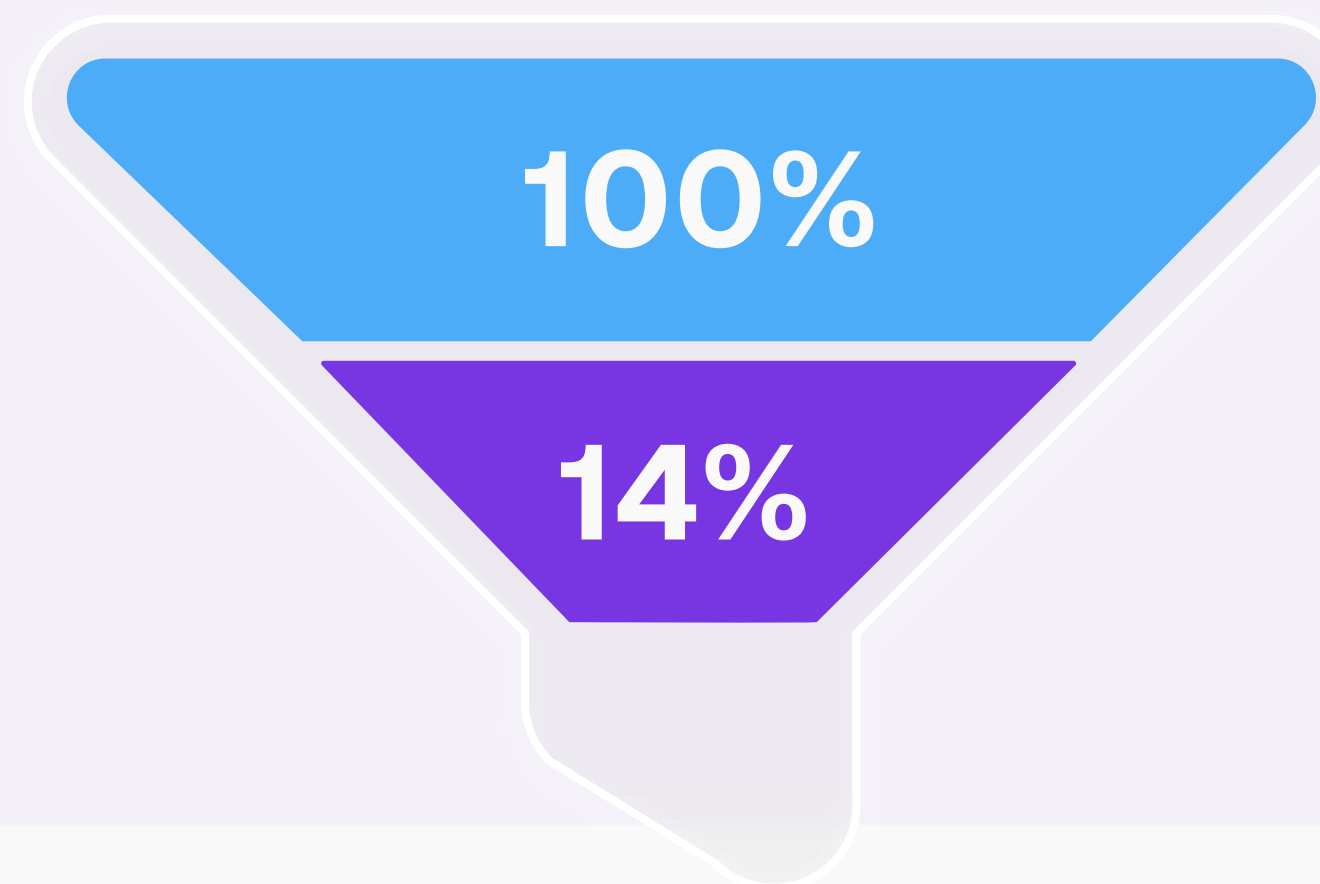
$$\text{Conversion Rate} = \frac{\text{Total \# Of Conversions}}{\text{Total \# Of Clicks}} \times 100$$

### Definition

Conversion rate is the percentage of visitors or clicks that turn into leads or customers.

### Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc.



■ Visitors  
■ Conversions

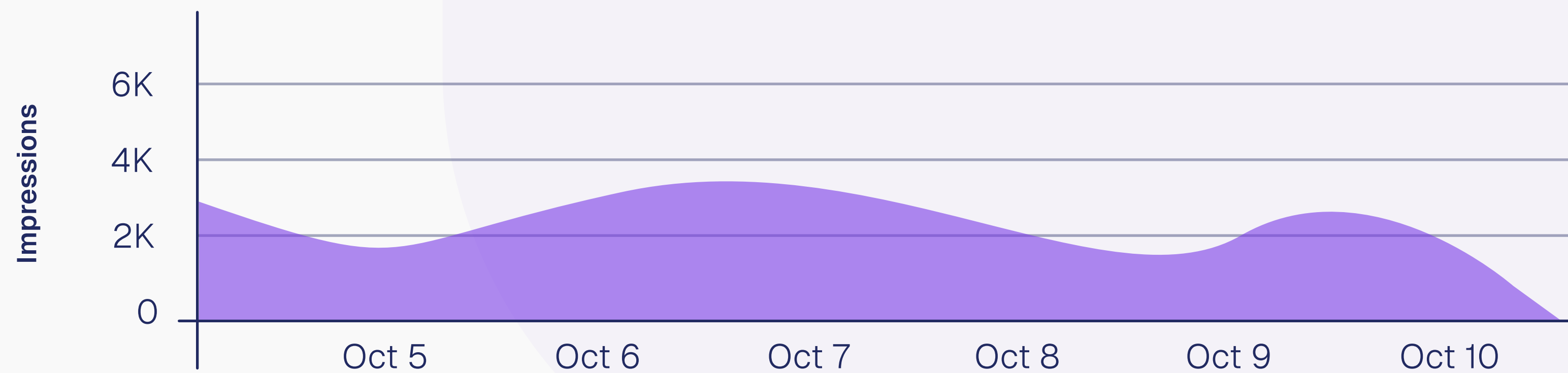
## 7.7 Impressions

### Definition

This metric is used to describe how many times a person views your ad.

### Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc





## 7.8 Impression (Absolute Top) %

### Formula

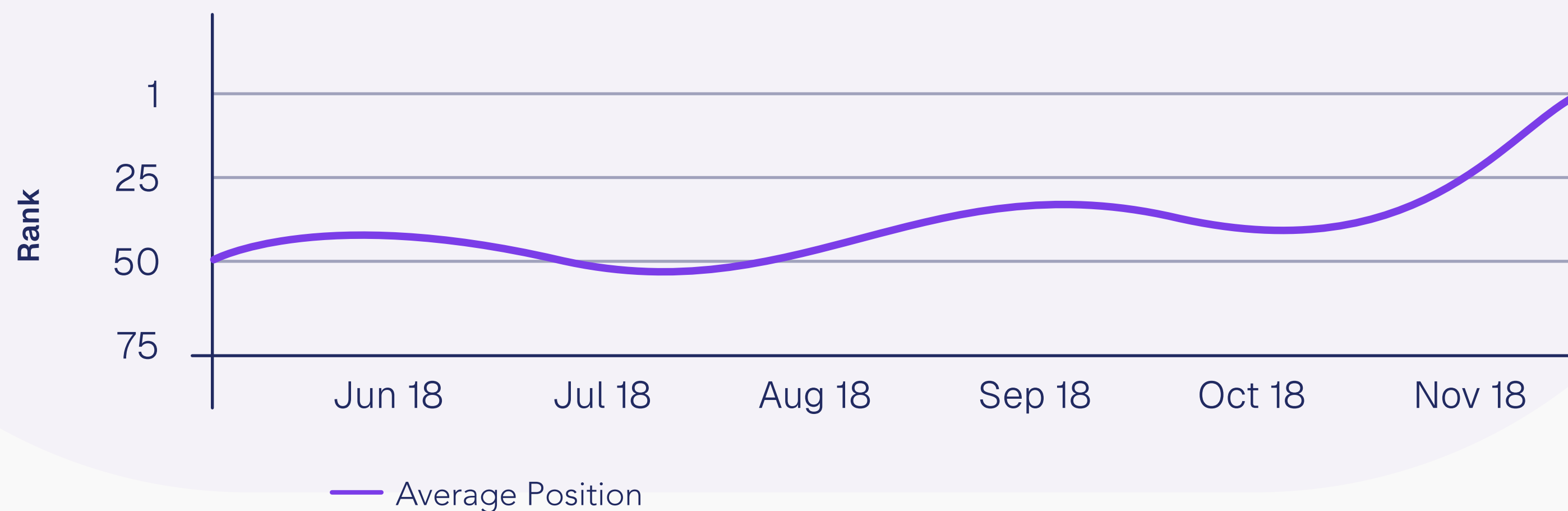
$$\text{Impression (Absolute Top) \%} = \frac{\text{Impressions On The Absolute Top}}{\text{Total Impressions}}$$

### Definition

Impression (absolute top) % shows how often your ad appears as the very first ad above the organic search results, out of all the times your ad is shown.

### Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc.



## 7.9 Return on Ad Spend

### Formula

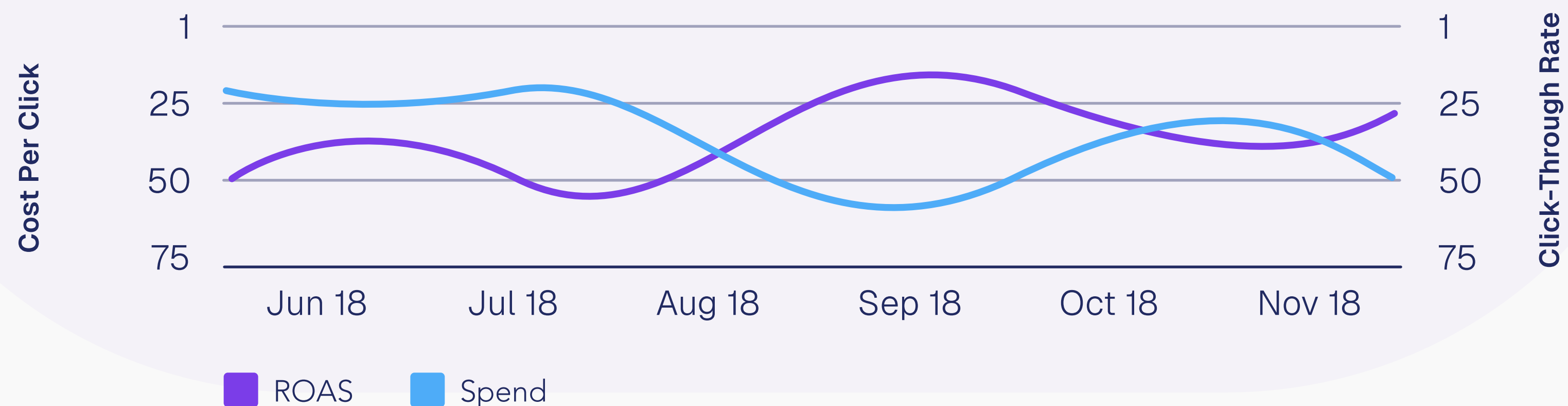
$$\text{ROAS} = \frac{\text{Revenue From Ads}}{\text{Ad Spend}}$$

### Definition

Return on ad spend (ROAS) measures how much revenue you earn for every dollar spent on advertising.

### Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc.



## 7.10 Cost Per Mille

### Formula

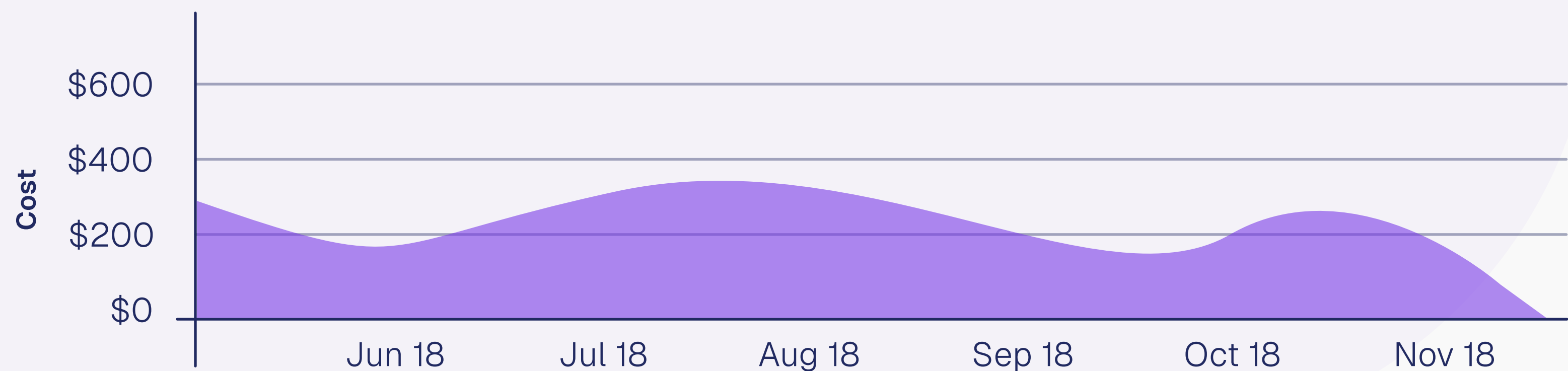
$$\text{Cost Per Mille} = \frac{\text{Total Ad Spend}}{\text{Total \# Ad Impressions}} \times 1000$$

### Definition

cpm (cost per thousand impressions) is the cost an advertiser pays for every 1,000 ad impressions.

### Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc.



## 7.11 Average Order Value

### Formula

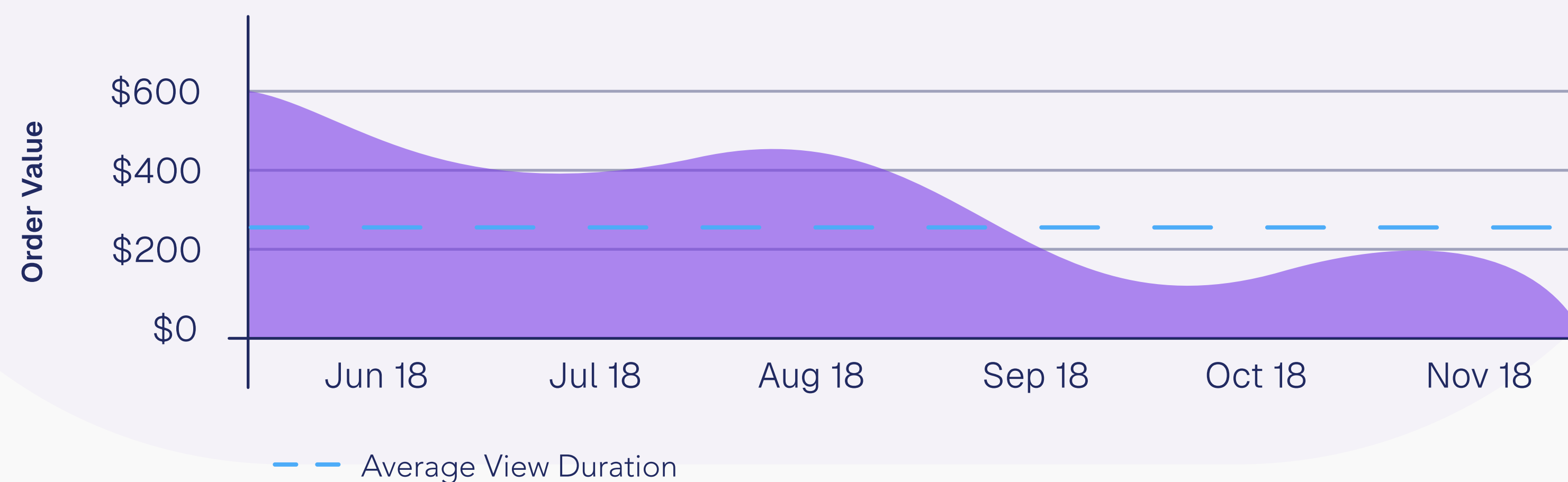
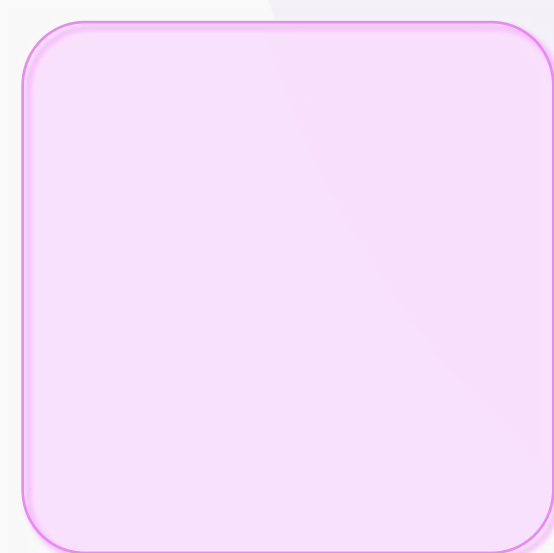
$$\text{Average Order Value} = \frac{\text{Revenue}}{\text{\# Of Orders}}$$

### Definition

The average order value (AOV) is the average amount of revenue generated per order.

### Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc



## 7.12 Advertising Cost of Sales (ACoS)

### Formula

$$\text{ACoS} = \frac{\text{Ad Spend}}{\text{Total \# Of Sales}} \times 100$$

### Definition

Advertising cost of sales is the percentage of ad spend relative to the revenue generated from ads.

### Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc



46/100

## 7.13 Cost Per Lead

### Formula

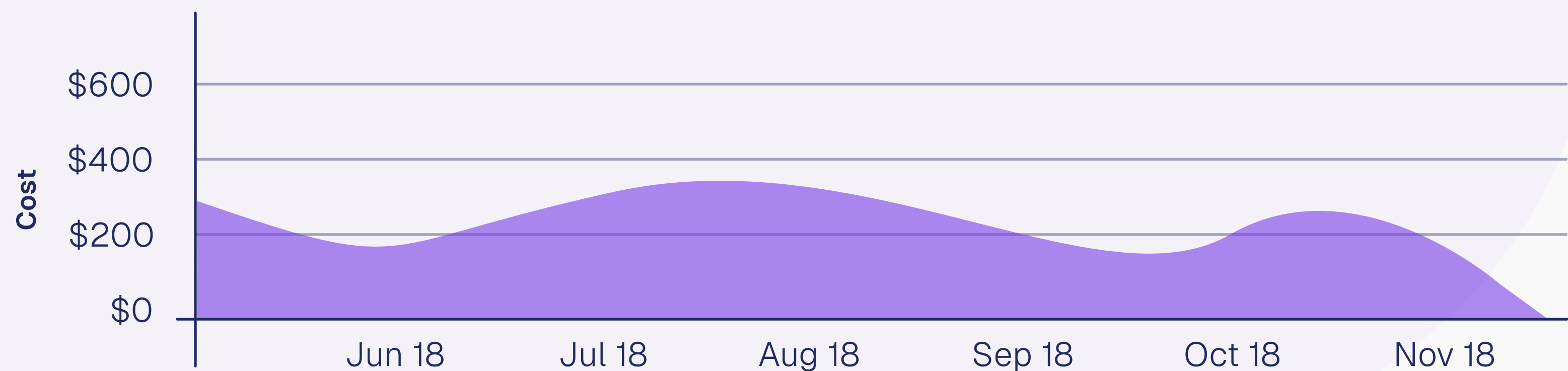
$$\text{Cost Per Lead} = \frac{\text{Total Cost Of Your Campaign}}{\text{\# Of Leads That You Received}}$$

### Definition

Cost per lead (CPL) measures how much an advertiser pays to acquire a new lead.

### Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc





## 7.14 Average Page Views per Visit

### Formula

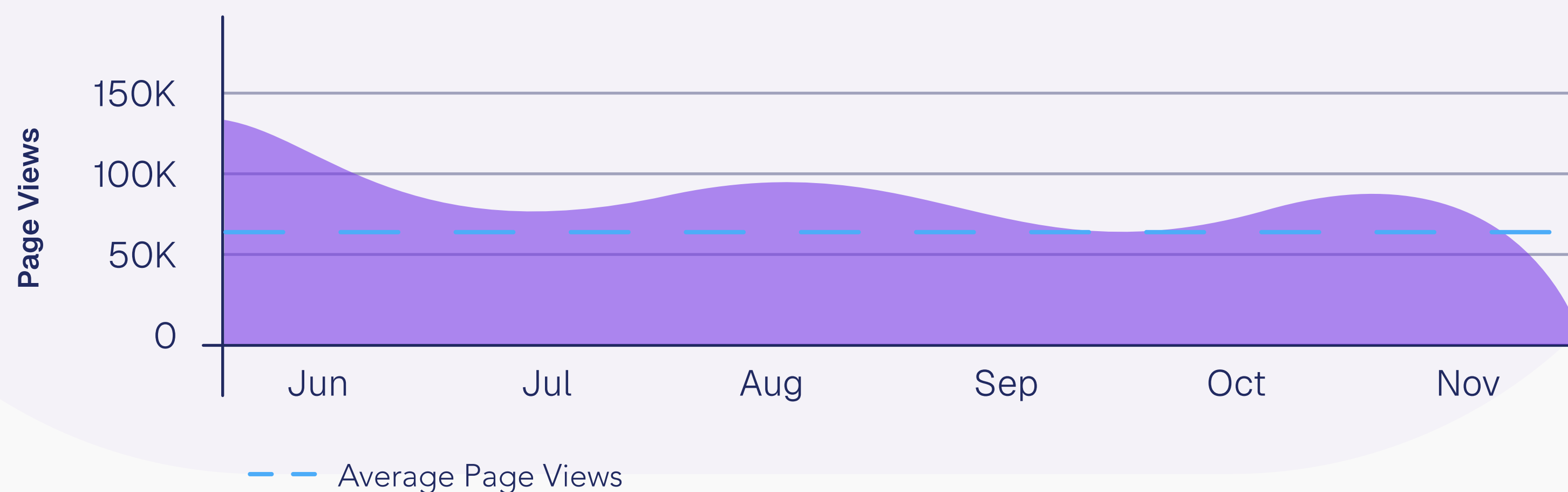
$$\text{Average Page Views per Visit} = \frac{\text{Total \# Of Page Views}}{\text{Total \# Of Visits}}$$

### Definition

Average page views per visit is the average number of pages a user views in a single visit, calculated by dividing total page views by total visits.

### Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc



## 7.15 Average Time to Conversion

### Formula

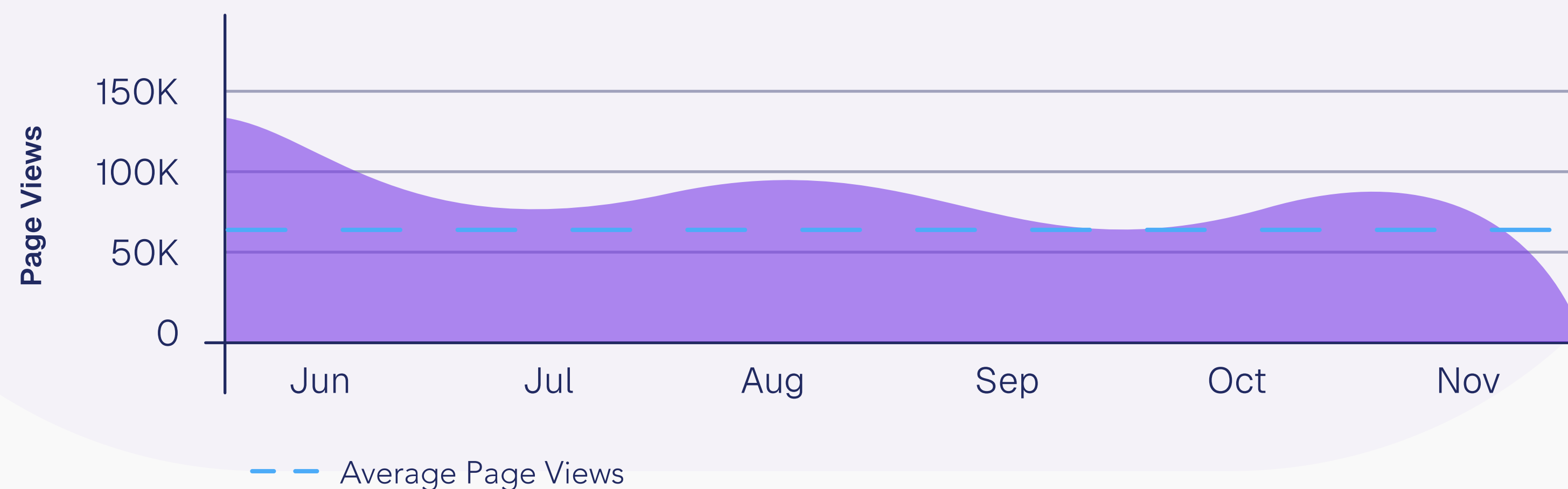
$$\text{Average Time To Conversion} = \frac{\text{Total Time To Conversion for All Users}}{\text{Number Of Conversions}}$$

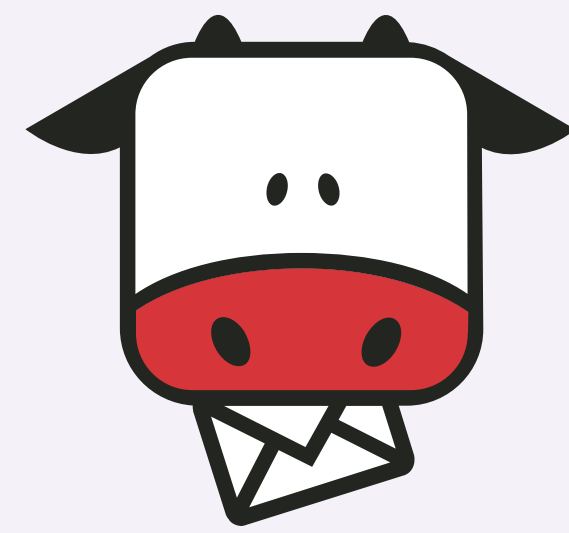
### Definition

Time to conversion measures the time between when a user first sees or interacts with your content and when they complete a conversion.

### Best for

eCommerce, telecommunications, SaaS, retailers, event organising companies, digital agencies, colleges, subscription-based companies, etc





**moosend**

