



AWARENESS

Impressions

How many times your ads were seen during a campaign ad

CPM

Cost per 1,000 Impressions

Reach

The total number of people who saw your ads

Engagement

Likes, Comments and Shares help measure how relevant your ad creative was



CONSIDERATION

Clicks

The number of times your digital ads were clicked on

Click-Through-Rate (CTR)

The ratio of total Impressions to total Clicks

Bounce Rate

The percentage of people who visited a landing page and left without interacting



DECISION

Conversions

Any time your target audience exchanges information for a service (e.g. mailing list sign-ups, website purchases, webinar registrations, etc.)

WHAT ARE YOUR CAMPAIGN KPIs?

It's critical for any campaign to outline what a definition of "success" looks like. Choosing a few Key Performance Indicators (KPIs) can help you do just that. Your KPIs should always align with what phase of the Buyer's Journey you're targeting — otherwise you might be measuring your campaign's success against metrics your audience isn't ready to deliver yet.

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