Marketing Metrics Glossary

A quick reference for audience acquisition planning. Choose measures that connect to your goal, and compare the same definitions and time periods. Definitions and labels vary by platform.

Social media

Reach Estimated number of unique people or accounts that saw your content.

Impressions / views Times content was displayed or viewed, including repeat exposure. View rules vary by platform and format.

Engagements Interactions such as reactions, comments, shares, saves, and clicks; included actions vary.

Engagement rate Engagements as a percentage of reach, impressions, or followers. Check which denominator your report uses.

Follower growth Change in followers over a period. Net growth = followers gained minus followers lost.

Email

Open rate % of delivered emails recorded as opened. Privacy tools can inflate this measure.

Click rate % of delivered emails with at least one tracked click. Usually counts each recipient once.

Click-to-open rate (CTOR) % of recorded openers who clicked. Inflated open counts can distort this rate.

Bounce rate % of sent emails that could not be delivered. This differs from website bounce rate.

Unsubscribe rate % of delivered emails whose recipients opted out.

Website

Users Distinct visitors identified by analytics. One person may count more than once across devices; GA4 reports often show active users.

Sessions / visits Groups of interactions during a visit. One user can have multiple sessions.

Page views Times pages were viewed, including repeat views of the same page.

Engagement rate (GA4) % of sessions lasting over 10 seconds, including a key event, or including at least two page or screen views.

Key events / conversions Tracked actions important to your goals, such as a registration, purchase, or donation. Tracking must be configured.

Digital ads

Click-through rate (CTR) % of impressions that led to a click: clicks ÷ impressions × 100.

Cost per click (CPC) Average ad spend per click: ad spend ÷ clicks.

Cost per 1,000 impressions (CPM) Cost of 1,000 ad displays: ad spend ÷ impressions × 1,000.

Frequency Average times each person or account saw an ad: impressions ÷ reach.

Cost per result / acquisition (CPA) Ad spend ÷ tracked results. Name the result, such as a new buyer or registration.

Return on ad spend (ROAS) Attributed revenue ÷ ad spend. A 3× ROAS means $3 in revenue per $1 spent; it does not measure profit.

Across channels

Conversion rate Percentage completing a desired action. Define the denominator: e.g., buyers ÷ website sessions × 100; ad platforms may use ad interactions.