

Marketing KPI Guide

KPIs are used to track business performance against strategic goals. Here are a few KPIs to consider and the right projects to achieve them.

KPIs for core channels

SEO KPIs

Search Traffic: Tracks site visits including users, page views and time on site. Use it to understand SEO performance and how visitors reach your site.

Keyword Rankings: Shows where your site appears in search results for target keywords. Track which keywords are performing and which need optimization.

Bounce Rate: Percentage of users who leave a site after viewing only one page. High bounce rates can signal issues with page relevance or content quality.

Advertising KPIs

Click-Through Rate: Clicks divided by impressions. Helps measure how relevant your ads are and whether creative and messaging resonate with your audience.

Cost-Per-Click: Ad spend divided by clicks. CPC is a good indicator of efficiency and should be used evaluate performance of different ad sets or audiences.

Cost-Per-Lead: Ad spend divided by number of leads. CPL helps assess efficiency, campaign performance and ROI.

Organic Social KPIs

Engagement: Measures likes, comments and shares. Use this to gauge how well your content resonates with your audience.

Follower Growth: Tracks increases or decreases in your audience over time. Sudden drops may signal content fatigue, posting gaps or an audience mismatch.

Click-Through Rate: Clicks divided by impressions. CTR is useful for posts with a clear CTA to see whether social content is effectively driving traffic to your site.

Email KPIs

Open Rate: Unique opens divided by delivered emails. This reflects how effective your subject lines, sender domain and timing are at capturing attention in a crowded inbox.

Click-Through Rate: Clicks divided by opens. A high CTR indicates that your email content effectively engages readers.

Unsubscribe Rate: Tracks how many recipients opt-out. Monitor to understand when content, frequency or targeting may no longer align with audience expectations.

Strategic goals + projects to acheive them

Drive brand awareness

Increase visibility with the right audience, reinforce your message and build lasting recognition in your target market.



- Influencer Marketing
- Public Relations
- Content Creation
- Social Media
- Experiential + OOH

Improve conversion

Turn attention into action. Drive users to engage with CTAs and generate measurable results like leads, sales and revenue.



- Digital Marketing
- Paid Advertising
- Web Design + CRO
- Affiliate Marketing
- Email + SMS

Build community

Build meaningful relationships with your audience to strengthen loyalty and gain valuable insight from customers.



- Social Media
- Community Management
- Campaign Strategy
- Strategic Partnerships
- Referral + Affiliate Programs

The smarter agency search



Find The Right Agency

With over 25,000 agencies, we guarantee you'll find an agency that fits your scope and goals.



Streamlined Agency Search

From planning to pitches and payments, Breef streamlines every step so you can focus on impact.



Expert Marketing Support

Work with a dedicated Marketing Strategist to find the right agencies and move faster.