

brief.

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: SAd 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.

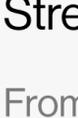
Unsubscribe Rate: Tracks how many recipients opt-out. Monitor to understand when content, frequency or targeting may no longer align with audience expectations.

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