

Introduction

What does marketing success look like? It's a simple (yet important) question with an answer that's often more complex than you'd think.

Although goal-setting is a standard step in building any marketing strategy or campaign, the goals teams tend to focus on are frequently vague and lack specific key performance indicators (KPIs) that are properly documented, benchmarked and tracked.

As the saying goes, if you don't measure it, you can't improve it.

To help make sure you're measuring the right metrics to properly judge the success for your user-generated content (UGC) strategies and campaigns, we've built the Marketing KPI Matrix.

First, there are two standard types of metrics marketers should understand and always be tracking: production metrics and performance metrics.

Content Production Metrics

Production metrics help monitor ongoing processes, costs and productivity. While you might not always have targeted goals around improving your overall productivity and efficiency, these are critical KPIs to continually track over time.

Content production KPIs include metrics like:

- ✓ Content costs
- ✓ Time to publish
- ✓ Amount of content published per day/week/month/quarter/etc

Content Performance Metrics

Performance metrics are typically more closely tied to the specific goal, piece of content or the distribution channels you're leveraging in your campaign or overall strategy. Where teams often get tripped up is that they tend to set broad goals — like to grow awareness or increase engagement — but then fail to actively track relevant hard metrics that would show progress towards that goal.

- ✓ Ad impressions
- ✓ Average time on page
- ✓ Pages/visit
- ✓ Email subscriptions
- ✓ Click-through rates
- ✓ Conversion rates
- ✓ Revenue

Marketing KPI Matrix

Stackla's Marketing KPI Matrix

To help Stackla customers more quickly and easily identify which ongoing and campaign-specific KPIs they should be tracking to measure the success of their user-generated content strategies, we've built this Marketing KPI Matrix.

The Content Production section lays out the productivity metrics you should be tracking on an ongoing basis. These broader and Stackla-specific content production metrics will best demonstrate the value of user-generated content to both your short and long-term marketing goals.

The Content Performance grid below provides guidance around which performance-based metrics you should be tracking depending on your overarching goals and which distribution channels you're leveraging. The green Stackla Enable section below each goal row will help indicate the various Stackla features, plugins and tools you'll need to use to begin working towards the goal above.

Confused about any of the metrics featured in KPI matrix? We've also included a glossary below explaining what every term means and how it's calculated.

Next Steps

- Walk through the Marketing KPI Matrix with your Customer Success Manager
- Identify the appropriate KPIs for your business goals
- Benchmark where those metrics are before implementing your UGC strategy or campaign
- Discuss progress of KPIs during QBR meetings and check-ins with your Customer Success Manager
- Continue to crush your goals

The Marketing KPI Matrix

Channels

Content Production		📣 Ads	🌐 Websites	🛒 Commerce	✉️ Emails	💬 Social Media	📍 Live Events
	Content Production	<ul style="list-style-type: none"> ✓ CPM (cost per 1,000 impressions) ✓ CPC (cost per click) ✓ Cost per conversion ✓ Time spend sourcing ad creative ✓ Return on ad spend 	✓ Content costs (purchased or creation)		✓ Content published per day	✓ Time to publish/build	
	Stackla ↻	✓ Amount of content published	✓ Amount of content in Asset Manager	✓ Amount of Rights Approved content	✓ Time spent curating and moderating	✓ Time to build widget	

Goals

Content Performance	Awareness	<ul style="list-style-type: none"> ✓ Impressions ✓ Reach 	✓ Organic traffic		✓ Email Subscriptions	<ul style="list-style-type: none"> ✓ Impressions ✓ Reach 	✓ Social follows
	Enable ↻	<ul style="list-style-type: none"> ✓ Social Ad Plugin ✓ Retargeting Ad Plugin 	✓ Sharing Tools		<ul style="list-style-type: none"> ✓ GoConnect ✓ Rights Management (rights via registration) 	✓ Social Sharing	
	Engagement	<ul style="list-style-type: none"> ✓ Engagement Rate ✓ Clicks ✓ Click-through rate (CTR) 	<ul style="list-style-type: none"> ✓ Avg. time on page ✓ Avg. session duration ✓ Pages/visit ✓ Bounce rate 	✓ Click-through rate (CTR)	<ul style="list-style-type: none"> ✓ Follows ✓ Interactions (Likes/Shares/Comments) 	<ul style="list-style-type: none"> ✓ Number of posts/content shared at event ✓ Interactions on event content 	
	Enable ↻	<ul style="list-style-type: none"> ✓ Social Ad Plugin ✓ Retargeting Ad Plugin 	<ul style="list-style-type: none"> ✓ Competitions ✓ Sharing Tools ✓ Votes ✓ Likes/Dislikes ✓ Comments ✓ Load More/Scrolling 	<ul style="list-style-type: none"> ✓ Shopspots ✓ Product Listings ✓ Display Tags (CTA) 	✓ Email Plugin	✓ Social Sharing	
Conversions <small>(Sales, Bookings, Enrollments, Sign-Ups, Donations/Pledges)</small>	<ul style="list-style-type: none"> ✓ Conversion rates ✓ Revenue ✓ Avg. order value ✓ Shopping cart abandonment rate 	✓ Email conversions		<ul style="list-style-type: none"> ✓ Social conversions ✓ Social Revenue 	<ul style="list-style-type: none"> ✓ Event sales ✓ Event revenue 		
Enable ↻	<ul style="list-style-type: none"> ✓ Social Ad Plugin ✓ Retargeting Ad Plugin 	<ul style="list-style-type: none"> ✓ Shopspots ✓ Product Listings ✓ Display Tags (CTA) 	✓ Email Plugin				
Retention	<ul style="list-style-type: none"> ✓ Repeat purchases 	<ul style="list-style-type: none"> ✓ Returning visitors ✓ Repeat purchases 	✓ Repeat purchases	<ul style="list-style-type: none"> ✓ Unsubscribe Rate 	<ul style="list-style-type: none"> ✓ Unfollows 	<ul style="list-style-type: none"> ✓ Repeat attendees 	
Enable ↻	<ul style="list-style-type: none"> ✓ Retargeting Ad Plugin 			✓ Email Plugin	✓ Social Sharing		

Content Production

Content Costs

How much you spend to produce or purchase visuals to support your marketing activities over a specific period of time (week, month, quarter, etc.).

Time to Publish

On average, how long does it take to move a piece of visual content from ideation to publication?

Cost Per Click (CPC) or Cost Per Impression (CPM)

Different types of ads have different costing metrics. The two most common are CPC (more common with social ads) and CPM (more common with display ads).

CPC, which is typically associated with social ads, is the amount you pay for each click your ad receives ($\text{Cost} / \text{Clicks} = \text{CPC}$).

CPM, is typically associated with display ads, is the amount you pay per 1,000 ad impressions. This number will be set by the display service or publication you're running your ads through.

Return on Ad Spend (ROAS)

Measuring the efficacy of your digital ad spend, ROAS is calculated as $\text{Cost of Ad (over a month, quarter, etc.)} / \text{Ad Revenue (over the same time period)} = \text{ROAS}$ (which can be displayed as a ratio or dollar amount).

Growth of Visual Asset Library

The number of new visual assets available for your brand to use across your marketing activities over a given period of time.

Rights Response Rate

Calculated as $\text{the number of rights requests sent} / \text{the number of rights approved content}$, your rights response rate tells you how likely it is that consumers will give you legal permission to the content they create about your brand (this will vary across brands and verticals).

Content Performance

Awareness:

Impressions

How The number of times your ad or social post is displayed. This number by itself is mainly used to calculate other key metrics. (Impression does not mean someone actually saw the ad, just that it was shown on a webpage or within a mobile app.)

Reach

The total number of people who have seen your content.

Organic Traffic

Traffic from search engine results that is earned, not paid.

Social Follows

The amount of new followers you gain across all your social channels during a campaign, competition or event.

Engagement:

Engagement Rate

This metric only applies to paid social where users can interact with your ads without actually clicking through to the ad landing page. The Engagement Rate is the percentage of interactions (likes, shares, comments) per ad impression. $(\text{Number of Interactions} / \text{Total Impressions}) \times 100 = \text{Engagement Rate (\%)}$

Interactions

The summation of impressions, likes, clicks, shares, comments. In Stackla tile interactions, this includes votes, shares, likes/dislikes and/or comments.

Pages/Session

The average number of pages a visitor views in a session.

Marketing Metrics Glossary

Engagement (continued)

Avg. Time on Page

The average amount of time users have spent on a specific webpage or landing page.

Avg. Session Duration

The average length of time a visitor spends on your website. $\text{Total Duration of All Sessions (in seconds)} / \text{Number of Sessions} = \text{Average Session Duration}$. (This one is a little tricky because Google can calculate it differently depending on whether there are “engagement hits” on the last page of a session. [Learn more.](#))

Bounce Rate

The percentage of single-page sessions with no interactions. In other words, the percentage of people who came to a webpage, then left without clicking through or exploring your site.

Click-Through Rates (CTR) - Ads and Emails

The percentage of people who clicked an ad or an email link after viewing it. For ads, the calculation is $(\text{Clicks} / \text{Impressions}) \times 100 = \text{CTR} (\%)$. For emails, it's $(\text{Clicks} / \text{Delivered Emails}) \times 100 = \text{CTR} (\%)$

Volume of Posts

The amount of social posts about the event. This can be tracked through the use of an event hashtag and/or geolocation filters.

Conversion

Conversions

The number of desired actions taken by people across your website, ads, email or eCommerce pages (e.g. the number of purchases, bookings, downloads, signups, enrollments, donations, etc.).

Conversion Rate

The percentage of people who have taken a desired action after visiting your website, seeing an ad, opening an email, etc.

Revenue

The total revenue that can be directly attributed to conversions from digital ads, emails, websites, social commerce or live events.

Avg. Order Value

The average amount spent each time a customer places an order.

Shopping Cart Abandonment Rate

The ratio of abandoned online carts to the number of completed purchases. $[1 - (\text{number of completed purchases} / \text{number of shopping carts created})] \times 100 = \text{Shopping Cart Abandonment Rate (\%)}.$

Marketing Metrics Glossary

Retention

Returning Visitors

The number of visitors that have returned to your site more than once in a given time period.

Repeat Purchase Rate

The percentage of your customer base that has come back to make a least a second purchase with your brand. (Number of customers who have shopped with you more than once / Total number of customers) x 100 = Repeat Purchase Rate (%).

Unsubscribe Rates (Opt-Out Rate)

The rate at which people unsubscribe or opt-out of your email communications.

Unfollow

The number of people who have stopped following your brand across your corporate social channels.

Repeat Attendees

The number of people who have attended more than one event that your brand has hosted over a given period of time.