



# Marketing - Key Performance Indicators

Sr. No.	KPI	Definition	Strategies for Increasing/Decreasing
1.	Site Traffic	Total Number of visits to your eCommerce site.	<ol style="list-style-type: none"> <li>Following the SEO best practices to drive organic traffic</li> <li>Third Party Referrals</li> <li>Paid Ads</li> </ol>
2.	Page views per Session = Total # of page views/ Total # of visitors	It refers to the average number of website pages a visitor views during each visit. If a user takes too many clicks to find the right product, you must work on the UX/UI of your website.	<ol style="list-style-type: none"> <li>Addressing the concerns from customer feedback on navigations</li> <li>Clear and more informed designs</li> </ol>
3.	Bounce Rate = Total # of one-page visits/ Total # of entries to a website	Bounces are single-page sessions. High Bounce Rates are normal for pages like promotion/ coupon pages where the users navigate to the page just to obtain the information. Usually, there will be confusion on Exit Rate vs Bounce Rate, Exit Rate is specific to a page where the user left the site unlike Bounce Rate is a single-page session.	<ol style="list-style-type: none"> <li>Features that facilitate connecting the customer journey as the users navigate through the pages</li> </ol>
4.	Marketing Campaign Click-through-Rate (CTR)	The rate at which the users click on the marketing campaigns placed within site. Most retailers use these metrics in internal marketing campaigns. These are key metrics to measure the success of any marketing campaign message, especially on top of funnel pages.	Features that facilitate connecting the customer journey as the user navigates through the pages
5.	Referral Source	Identifies the sources through which the most visitors come to the site. For example, organic traffic, social media, PLAs.	
6.	Average Time Spent on the Page	In General, more time spent means they have had a deeper engagement with the brand. Usually, the Average Time Spent on top of funnel pages will be longer and less time spent through the checkout process.	
7.	Customer Retention	This is one of the primary metrics determining growth and loyalty toward the brand. A repeat customer can provide a lot of value to the business. However, there is a metric called Churn Rate, which is the opposite of retention.	<ol style="list-style-type: none"> <li>Loyalty reward programs</li> <li>Improving customer/ support service</li> <li>Exclusive promotion for loyal customers</li> </ol>

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