

Digital Marketing Objectives

Business Contribution

- **Online revenue contribution** – How much revenue was generated online and referred from offline activity.
- **Online profit contribution** – This is the percentage of the profit derived from digital marketing.
- **Online service transaction contribution** – Since the percentage of online sales may differ from the percentage of revenue contribution as a result of different order values.
- **Online reach percentage** – Share of online users attracted to the site in an industry category in a week or month assessed by services such as Hitwise or Netratings.
- **Online market share** – Percentage of online market revenue captured in comparison with offline. This is difficult to establish in some markets, dependent on industry collaboration.
- **Online customer migration** – Percentage of existing customers using online services.
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Marketing Outcomes

- **Sales**
- **Leads** – registrations or other opportunities to sell.
- **Cost per Acquisition (CPA)** – a Promotional cost of obtaining a first-time sale.
- **Other costs** – Cost of goods sold and average margin. The cost of service.
- **Average order value** – cart size.
- **Lifetime value** – for different customer segments.
- **Average touch frequency** – for example, email marketing.

Customer Service

- **Customer satisfaction index.**
- **Number of comments from site and email** – percentage of favorable and unfavorable comments.
- **Brand metrics** – brand favorability.
- **Site performance and availability.**

- **Email inquiry response time and accuracy.**

Customer Behavior

- **Site engagements rates** – total bounce rates for your overall site and specific pages.
- **Site conversion rates** – a visit to sale, visit-to-opportunity and opportunity-to-sale.
- **Email conversion rates** – Newsletter and campaign related.
- **Visits to purchase/Time to purchase** – an indication of a number of visits involved with the purchase.
- **Number of products purchased per customer.**
- **Transaction behavior** – Recency, Frequency, Monetary value analysis for different categories and customer types. Reach Frequency analysis also relevant for site visits, email response, and different service types.
- **Activity or participation levels** – Percentage of the customer base over registrations who are actively using online services. Determine who is Activated, Active, Dormant, or Lapsed, etc.
- **Loyalty or churn metrics** – Percentage of customer's repeat purchasing during a period of time e.g. one year.

Web Site

- **Referrer mix** – referrals from direct, search and affiliate sources.
- **Share of search** – For the main terms within your market.
- **Cost Per Click** – average click per search visitor and Cost Per Thousand (CPM) for online ads.

Source: <https://digitalbrandinginstitute.com/digital-marketing-objectives-for-your-business/>