

Reporting and analysis: quick tips

The key to improving your marketing ROI is constantly measuring your marketing results and adjusting your marketing campaigns.

- 1. Decide what you want to achieve in terms of revenue generation and new customer acquisition, and set objectives and Key Performance Indicators (KPIs) for all your campaigns.**

Common digital marketing metrics used for ROI analysis include:

- Conversion rate**

This is a key metric if the goal of your campaign is to convert visitors into leads or customers. Check conversion rates by channels/sources and devices, and invest more in those that are performing better.

- Cost per lead**

Cost per lead can be found dividing the total campaign spend by the total leads generated through that campaign.

- Cost per acquisition/sale**

The average cost of acquiring a new customer. You can find it dividing the total campaign spend by the total number of sales generated through the campaign. If the cost per acquisition is higher than what the customer will bring in to your business, then you need to optimize your campaigns.

- Customer lifetime value**

What your customers will spend over their lifetime. To calculate it, multiply the average sale per customer by how many times a customer buys per year (in average), multiplied by the average retention time in years for a typical customer.

- Sales revenue**

How much of your revenue comes from your marketing campaigns?

2. Benchmark your monthly results and assess the impact of changes you make to your solution listing, landing page or trials along the way.

Is your landing page converting as much as you'd like it to? If it isn't generating leads, it's useless – no matter how much traffic goes through it. Track your conversion rate, and if it's low, make some changes, such as:

- **Changing the colors of your call to action to make it more prominent**
- **Change the text of the call to action: focus on pain points, and clarify the value for the audience**
- **Cut some text, remove repetitions, and go straight to the point**
- **Convince readers you have what it takes. Add reviews, customer stories, quotes, etc.**

Also check the channels that are driving leads. Is your website optimized for mobile? Keep an eye on your statistics regarding:

- **Mobile traffic**
- **Lead conversions coming from mobile devices**
- **Bounce rates from mobile devices**
- **Popular mobile devices**

3. Optimize, improve, and repeat.

There's an art and a science to marketing. Consumers change, and your materials and campaigns should follow suit. Never assume that an asset that is working today will still be effective tomorrow.