The Effectiveness System 2.0

Collection of metrics



		2 Digital metrics					5 Business metrics		5.1 Sales revenue – value
1 Media/investments		2.1 Site visits	2.2 Activity	2.3 Digital purchase process interactions			5.2 Market share – value	5.3 Number of new customers	5.4 Purchase process interactions
1.1 Reach	1.2 Average frequency	3 Campaign metrics		2.4 Content interest	4 Brand metrics		5.5 Average revenue per customer /purchase	5.6 Net contribution /ROI	5.7 Pricing powers
Share of voice/Share of attention (SoV/SoA)	1.4 Marketing communication – share of revenue	3.1 Campaign observation	3.2 Campaign liking	2.5 Share of Search (SoS)	4.1 Awareness	4.2 Relevance	5.8 Brand penetration	and 6	
	1.5 Marketing communication – long-lasting /fast	3.3 Sender identification	3.4 Message understanding	3.5 Differentiation	4.3 Brand liking	4.4 Trust	4.5 Purchase intent	6.1 Churn /repurchase frequency	6.2 Average customer value
		3.6 Relevance	3.7 Interest (in brand)		4.6 Specific associations /attributes	4.7 Willingness to pay	4.8 Recommendation	6.3 Customer satisfaction (CSI)	