

Marketing Metrics Dashboard

Date:

	KPI	Month 1	Month 2	Month 3
Key Metrics	Total New Leads			
	Total New Customers			
	Total New Revenue			
Content Metrics	Unique Pageviews			
	Total Pageview			
	Time on Site			
	Bounce Rate			
	Unique Visitors			
Paid Media Metrics	Monthly Budget			
	Unique Visitors			
	Cost Per Click			
	Cost Per Lead			
	Cost Per Acquisition			
ROAS				
Social Metrics (Organic)	Social Shares			
	Social Referral Traffic			
	Social Interactions			
Search/SEO Metrics	Total Rankings Page 1			
	Average Position (Rank)			
	Domain Authority			
	Organic Visits			
Email Metrics	New Subscribers			
	Open Rate			
	Click Through Rate			
	Unsubscribes			