



DIGITAL ***SIMPLE***  
**WHAT**  
**DOES IT ALL**  
***MEAN?!***

# Lead Generation Metrics



You're not expected to understand all the metrics that play a part in the campaign's success. While all metrics play a role in generating the results we look to produce, it's not essential for you to have full comprehension of, that's why you have us after all!

If you have the time to gain a basic understanding of these metrics, it will make for a better experience since you understand what's going on in the campaign and what to expect moving forward.

## Lead generation example...

**Total Advert Spend: \$2000**

**Leads Recieved: 100**

Means your leads cost you \$20 each.

Your Conversions Rate (success metric) = How good your sales process is.

### 10% Conversion rate (10 Clients)

In order to get a higher conversion rate, the process should be:

Lead comes in!

Immediate Email/Call

Send relevant information. Eg, Information Pack, Introduction Pack, Stock List, Product Information.

Following up within every 14 days.

Nurtured into a new customer!

### 1% Conversion Rate (1 Client)

An example of a process that would not nurture a conversion would be:

Lead comes in!

Email sent 24 hours after lead though, no content or effort to add value to them.

Expecting the customer to initiate the sale

Loss of the lead.



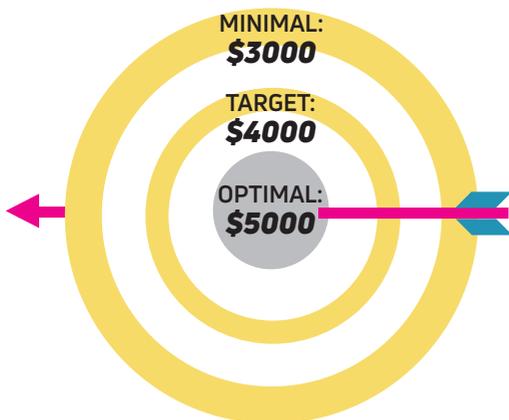
## Return On Advert Spend

For every dollar spent how much did you make back?

ROAS also known as Return On Advert Spend, is how all Ecommerce stores measure their success. This directly ties to how much you get in return for your advertising spend.

Knowing your margins is the best place to start because now you can set your baseline ROAS and see what you need to sell in order to break even. The most common break even ROAS is 3:1 but it varies from business to business. We even have a client who consistently has a **10:1 Return On Advert Spend!**

## ROAS For \$1000 Spent:



## Marketing Dictionary



### Impressions

Amount of times your Ad is displayed Facebooks charging metric, the more impressions the more Facebook will charge you.



### Reach

Total amount of people who see your content.



### Frequency

The average amount of times a person seen you Ad.



### CTR

#### Click through rate

Amount of people who clicked your add divided by the impressions Industry averages and why they are important



### CPR

#### Cost per result

Results divided by the amount spent.



### ROAS

Measures the revenue generated as compared to the money spent on an advertising Industry averages and why they are important