



Fly to Soar

Startup KPIs

Every startup should track

Marketing and Website Analytics

Marketing KPIs

Cost Per Lead (CPL)

Total cost of your marketing campaign, divide that by the number of leads generated by the campaign.

Cost Per Sale (CPS)

Total cost of your marketing campaign, divide that by the total number of sales made by the campaign.

Return on Investment (ROI)

Sales growth minus marketing costs, divided by the marketing costs.



Other Marketing Analytics

Marketing Qualified Lead (MQL)

Targeted leads captured through marketing programs.

Sales Qualified Lead (SQL)

A lead qualified by sales that is likely to become a customer.

Net Promoter Score (NPS)

Essentially, subtract the number of detractors who identified as unhappy customers from the number of promoters (those who are loyal enthusiasts).

Email Conversion Rate

Percentage of subscribers that take the required action, such as click through to read a blog, or fill out a form.

Social Media Reach

Number of individuals that see your content.

Social Media Interaction

Number of likes, comments, shares or saves of your content.



Web Analytics

Website Traffic

Track the number of visits, the unique number of visitors to your web pages, which pages they visit, and how much time they spend on a particular web page.

Website Visits

The number of single browsing sessions by individuals.

Page Views

The number of pages individuals went to on your website.

Unique Visitors

The number of different visitors that went to your website for a specific time period.

Website Leads

Potential customers who filled out a web form providing contact information.

Referral Traffic

Where your visitors are coming from to visit your web page.

Direct Referral Traffic

Visitors that typed your URL into their browser, use of bookmarks, or even a link included in an email.

Organic Traffic

Traffic that comes from a search engine that is not paid for.

Page Goals

A defined goal designed to drive more traffic to your website, improve your conversion rate, or increase your subscribers.

