

CHANNEL	AWARENESS		CONSIDERATION		CONVERSION	PERFORMANCE KPI
Social – Facebook	<ul style="list-style-type: none"> Total reach (post/tweet) Total impressions (post/tweet) 		<ul style="list-style-type: none"> Engagement (comments, likes, shares, retweets, replies) Engagement rate Video views Link clicks 		<ul style="list-style-type: none"> Lead referrals 	Click through rate (CTR) – clicks / impressions Cost per click (CPC) – cost / clicks Cost per lead referrals (CPR) – cost / lead referrals Engagement rate ** Cost per engagement
Search	<ul style="list-style-type: none"> Impressions Share of voice Average positioning 		<ul style="list-style-type: none"> Clicks 		<ul style="list-style-type: none"> Paid search lead referrals 	Click through rate (CTR) – clicks / impressions Cost per click (CPC) – cost / clicks Cost per lead referrals (CPR) – cost / lead referrals
Paid Display	<ul style="list-style-type: none"> Served impressions 		<ul style="list-style-type: none"> Clicks Display visit 		<ul style="list-style-type: none"> Display lead referrals 	Click through rate (CTR) – clicks / impressions Cost per click (CPC) – cost / clicks Cost per lead referrals (CPR) – cost / lead referrals
Website	<ul style="list-style-type: none"> Total site visits 		<ul style="list-style-type: none"> Average time on site Page views Document download 	<ul style="list-style-type: none"> Unique visitors New/Returning visitor 	<ul style="list-style-type: none"> Package bookings Room night bookings Ticket sales Experience bookings Admission sales 	<ul style="list-style-type: none"> Total lead referrals Sales revenue (return on investment) sales/marketing cost Conversion rate (lead referral / visit)
Video (YouTube, Facebook)	<ul style="list-style-type: none"> Impressions 		<ul style="list-style-type: none"> Video views Completion rate Minutes watched Engagement (Likes, comments, shares) 	<ul style="list-style-type: none"> Clicks 		Click through rate (CTR) – clicks / impressions Cost per view
Online/Offline Media	<ul style="list-style-type: none"> Media quality score Media number of stories Out of home impressions TV impressions 	<ul style="list-style-type: none"> Newspaper print impressions Magazine print impressions Radio impressions Media reach 				Cost per impression (CPM)
Email	<ul style="list-style-type: none"> Total emails sent 		<ul style="list-style-type: none"> Total email opened Total email clicks 		<ul style="list-style-type: none"> Email lead referral 	Open rate (open / delivered) Click thru rate (click / delivered) Conversion rate (lead referral / visit)

** Engagement differs on platforms, example below:

Facebook engagement refers to post likes, comments, shares, photo/video views

Twitter engagement refers to clicks, media view (photo / video), retweets, replies, follows

CHANNEL	METRIC	DEFINITION
Social – Facebook	Total Reach	Total number of users who have seen your brand post during a report period
	Organic Reach	The total number of unique people who were shown your post through unpaid distribution
	Paid Reach	The total number of unique people who were shown your post as a result of ads
	Reach of Page Post	The total number of unique people who have seen your post
	Total Impressions	Total number of times your content, organic or paid, is displayed
	Paid Impressions	The number of times your paid content is displayed
	Organic Impressions	The number of times your content was displayed in a user's news feed, ticker, or on your page
	Total Post Impressions	The number of impressions that came from all of your posts
	Page Engaged Users	The number of people who are engaged with your page
	Total Consumers	The total number of unique users who clicked anywhere on your post
	Likes	Number of likes on your page as a result of your ad
	Comments	Number of comments on your page's posts as a result of your ad
	Shares	Number of shares of your page's posts as a result of your ad
	User Post	The number of views of your photos as a result of your ad
	Photo Views	The number of times your video was viewed for 3 seconds or more
	Video Views	The number of people mentioning your posts, by story type
	Mentions	The number of people mentioning your posts, by story type
	Link Clicks	The number of clicks on the link in your add that direct people to websites off Facebook
	Lead Referrals	The clicks to partner websites, events, and partner packages from a DMO website, and direct to partner clicks from Facebook
	CTR	Ratio of users who click on a specific link divided by the number of total users who view a page, email, or advertisement - (clicks divided by impressions)
CPC	Cost divided by click	
CPR	Calculated metric of cost divided by referrals	
Engagement Rate	The percentage of people who saw a post that reacted to, shared, clicked, or commented on it	
Social – Twitter	Impressions	Times a user is served a tweet in timeline or search results
	Paid Impressions	Number of users who see a promoted campaign
	Retweets	The number of times a user retweeted the tweet
	Replies	The number of times a user replied to the tweet
	Favorites	The number of times a user favorites the tweet
	URL Clicks	The number of times a user clicked a URL link within the tweet
	Video Views	The number of times a user viewed your video
	Paid Retweets	Number of times a user retweeted your promoted tweet
	Paid Replies	Number of times a user replied to your promoted tweet
	Paid Favorites	Number of times a user favorited your promoted tweet
	Paid URL Clicks	Number of times a user clicked a URL link within your promoted tweet
	Paid Follows	Number of followers gained from your promoted content
	Paid Video Views	Number of times your promoted video is viewed
	Lead Referrals	The clicks to partner websites, events, and partner packages from a DMO website, and direct to partner clicks from Twitter
	CTR	Total engagements on an ad divided by impressions
	CPC	Total campaign spend divided by total number of clicks
	CPR	Calculated metric of cost divided by referrals
Engagement Rate	Number of engagements (Total number of times a user interacted with a tweet) divided by impressions	
Social – Tumblr	Total Paid Impressions	Paid impressions plus organic impressions
	Total Impressions	Total number of times your promoted post is viewable on a user's screen
	Earned Impressions	Counted when a post is viewable on the user's screen
	Total Engagement	Total likes, follows, re-blogs, and clicks
	Paid Likes	Number of likes your promoted/paid content generates
	Paid Re-blogs	Number of re-blogs your promoted/paid content generates
	Paid Follows	Number of followers gained from your promoted/paid content
	Paid Clicks	Number of clicks based on your promoted/paid content
	Earned Likes	Number of likes your content generates above and beyond what you buy
	Earned Re-blogs	Number of re-blogs your content generates above and beyond what you buy
	Earned Follows	Number of followers gained because of your content above and beyond what you buy
	Earned Clicks	Number of clicks based off organic content
	Total Likes	Paid likes plus earned likes
	Total Re-blogs	Paid re-blogs plus earned re-blogs
	Total Clicks	Paid clicks plus earned clicks
	Lead Referrals	The clicks to partner websites, events, and partner packages from a DMO website, and direct to partner clicks from Tumblr
CTR	Ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement	

	CPC	Advertiser pays the publisher every time their ad is clicked
	CPR	Calculated metric of cost divided by referrals
	Engagement Rate	Paid engagements divided by served impressions
CHANNEL	METRIC	DEFINITION
Social - Instagram	Total Impressions	Paid impressions plus earned impressions
	Paid Impressions	The number of times your paid content is displayed
	Earned Impressions	The number of times your content is displayed in a user's timeline or search results
	Likes	Number of likes on your photo
	Comments	Number of comments on your photo
	Content Views	Number of times your content is viewed
	Lead Referrals	The clicks to partner websites, events, and partner packages from a DMO website, and direct to partner clicks from Instagram
	CTR	Ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement
	CPC	Advertiser pays the publisher every time their ad is clicked
	CPR	Calculated metric of cost divided by referrals
Search	Engagement Rate	Engagement rate is the percentage of people who saw a post that reacted to, shared, clicked or commented on it
	Google AdWords Impressions	How often your ad is shown on Google or the Google network
	Google AdWords Clicks	Whenever someone clicks on your ad
	Paid Search Visit	Total number of site visits based on your paid search (CPC)
	Lead Referrals	The clicks to partner websites, events, partner packages, and direct to partner coming from paid search sources
	CPC	Advertiser pays the publisher every time their ad is clicked
	CPM	The cost for 1000 impressions of the ad unit
Paid Display	CPR	Calculated metric of cost divided by referrals
	Served Impressions	Total number of people seeing your banner ads for more than 1 second
	Clicks	Number of clicks on the ad unit that lead to the person leaving the ad unit
	Display Visit	Number of visits that came to your site after seeing a banner ad/GDN
	Lead Referrals	The clicks to partner websites, events, partner packages, and direct to partner coming from paid display sources
	CPC	Cost you pay for each click
Website	CPM	The cost for 1000 impressions of the ad unit
	CPR	Calculated metric of cost divided by referrals
	Total Site Visit	The total amount of site visits - the sum of organic search, referral, direct, paid search, social, email, and display visits
	Organic Visits	Number of visits generated by people from non-paid search sources
	Referral Visit	Number of site visits generated because a Travel Alberta site was linked from another site
	Direct Visit	Number of site visits generated by people directly inputting the website URL into the browser
	Display Visit	Number of site visits generated by paid display sources (e.g., banners)
	Unique Visitor	The number of inferred individual people, within a designated reporting timeframe, with activity consisting of one or more visits to a site
	New Visitor	A visitor that has not made any previous visits
	Returning Visitor	A unique visitor with activity consisting of a visit to a site during a reporting period and where the unique visitor visited the site prior to the reporting period
	Total Lead Referrals	The total clicks to partner websites, events, partner packages, and direct to partner clicks - the sum of organic search, referral, direct, paid search, social, email, and display lead referrals
	Organic Lead Referrals	The clicks to partner websites, events, partner packages from the DMO website coming from organic sources
	Direct Lead Referrals	The clicks to partner websites, events, partner packages from the DMO website coming directly
	Unique Lead Referrals	The unique click counts for the clicks to partner websites, events, partner packages from the DMO website
	New Visitor Lead Referrals	The clicks to partner websites, events, partner packages from the DMO website coming from new visitor types
	Returning Visitor Lead Referrals	The clicks to partner websites, events, partner packages from the DMO website coming from returning visitor types
	YouTube/Video	Document Download
Conversion Rate		The number of Lead Referrals divided by the number of visits, which can also be segmented by visit and lead referral type (e.g., organic, paid search), or attributed to a particular ad
Impressions		Number of times a video was displayed
Video Views		Total number of video views during the report period
Subscriber View		The total number of video views that come from your subscribers
Minutes Watched		The number of minutes that users watched videos for the specified channel, content owner, video, or playlist
Video in Playlists		The total number of times your video is put into YouTube playlists
YouTube Favorites		The number of times users favorited your videos
Likes		The number of times that users indicated that they liked a video by giving it a positive rating
Shares		The number of times that users shared a video through the share button
YouTube/Video	Comments	The number of times that users commented on a video
	Clicks	The number of times users clicked on a link within your video
	CTR	The number of clicks that your ad receives divided by the number of times your ad is shown, expressed as a percentage

CHANNEL	METRIC	DEFINITION
Online/Offline Media	Media Quality Score	Manual calculation computed by Travel Alberta for editorial media, specifically: print (newspapers, magazines, etc.), broadcast (television) and online (blogs, media websites, etc.). This calculation can be computed on a ten-point system. Does the story have a photo/video (2 points), call to action such as website or social media handle (2 points), factual information about the operator with no mistakes (2 points), provide a recommendation and inspire a traveller to visit/book an experience (2 points), deliver a key message about the experience such as best dining at a restaurant in a certain town (1 point), is a targeted media outlet (1 point).
	Media Number of Stories	Number of media stories inputted from the Media Quality Score
	Out of Home Impressions	The estimated number of times your out of home advertising reaches the consumers while they are outside their homes (e.g., billboards, street furniture - benches, transit - airports, buses)
	TV Impressions	The estimated reach your television ad displays to consumers
	Newspaper Impressions	The estimated reach your newspaper ad displays to consumers
	Magazine Impressions	The estimated reach your magazine ad displays to consumers
	Radio Impressions	The estimated reach your radio ad was heard
	Media Reach	Number of stories reached and placed in media outlets
	CPM	The cost for 1000 impressions of the ad unit
Email	Total Email Sent	Total emails sent out as part of particular mailing
	Total Email Clicked	The total number of times that featured content was clicked on within your message
	Total Email Open	The total times that the recipients have opened the email
	Email Visit	The number of visits coming from your email campaign
	Email Sign Up	Total number of people signing up for email notifications from Travel Alberta (i.e., through the website)
	Email Qualified Travellers	The clicks to primary sites, events, and listings within the Travel Alberta website, and direct to partner coming from email
	Conversion Rate	Percentage of email recipients who clicked a link contained within your email campaign and completed a desired action
	Open Rate	Percentage of email recipients who opened your email
	Deliver Rate	Percentage of your sent emails that get delivered to the recipients without bouncing
	Click Rate	Percentage that tells you how many successfully delivered campaigns registered at least one click

