
Метрики и начини за измерване на ефективност в онлайн маркетинга

... или как да си го мерим



Основните метрики

*Ако не ги следите, оперирате
в хаос :)*

- **GSC Data - Кликове, Импресии, Ср.**
позиция - разбивка по държави и
устройства
- **Трафик данни от Google Analytics -**
Users vs Sessions; % New Users
- **ROI**
- **ROAS**
- **ROMI**
- **CLV - Customer Lifetime Value** или
колко Ви носи един клиент, докато е
такъв за вас
- **Cost per Acquisition (CPA)** - Тук е важно
още в самото начало да се определи
каква е целта: нов клиент, нов лийд,
нова продажба?
- **COS - Cost Per Sale** или защо това е
висш пилотаж при измерването за
бизнеса

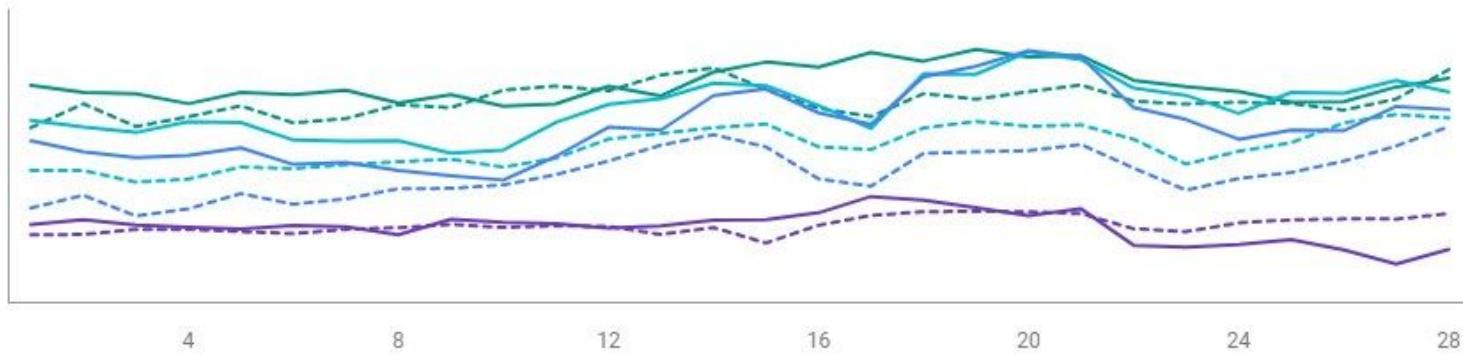
Google Search Console (GSC)

- Кликове
- Импресии
- Ср. Позиция
- CTR
- Разбивки по държави, устройства
- Разбивки по канали - Web vs Image vs Video



Google Search Console (GSC)

Total clicks	Total impressions	Average CTR	Average position
30.3K Last 28 days	337K Last 28 days	9% Last 28 days	4.4 Last 28 days
22.3K Previous 28 days	267K Previous 28 days	8.3% Previous 28 days	4.4 Previous 28 days



Google Analytics

- Users / Потребители
- Sessions / Сесии
- Users vs Sessions
- % New Users
- Bounce Rate
- Time on Site

Google Analytics

Keyword ?	Acquisition			Behavior		
	Users ? 	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	94.94%  26,180 vs 13,430	84.38%  13,655 vs 7,406	81.20%  37,831 vs 20,878	21.14%  45.46% vs 37.53%	9.95%  4.58 vs 5.08	19.86%  00:03:27 vs 00:04:19
1. (not provided)						
Feb 1, 2019 - Feb 28, 2019	25,693 (97.98%)	13,330 (97.62%)	37,201 (98.33%)	45.58%	4.56	00:03:27
Feb 1, 2018 - Feb 28, 2018	13,143 (97.99%)	7,254 (97.95%)	20,510 (98.24%)	37.60%	5.09	00:04:18
% Change	95.49%	83.76%	81.38%	21.22%	-10.33%	-19.99%



Google Analytics



Conversions eCommerce		
Ecommerce Conversion Rate	Transactions	Revenue
2.14% ▲ 2.33% vs 2.28%	85.08% ▲ 881 vs 476	90.03% ▲ BGN 91,983.80 vs BGN 48,404.25
2.33%	868 (98.52%)	BGN 90,619.22 (98.52%)
2.27%	466 (97.90%)	BGN 47,620.94 (98.38%)
2.69%	86.27%	90.29%



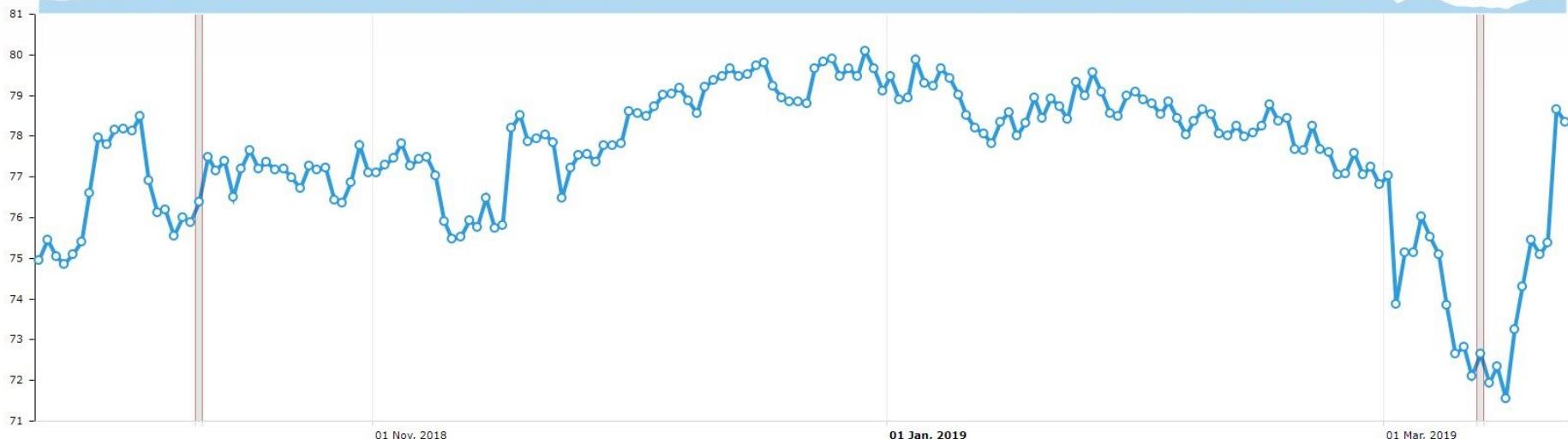
SEO Visibility

SEO Видимост



SEO Visibility

7d 1m 3m 6m All



Show input changes 3

ROAS

Return on Advertising Spent



Return on Advertising Spent

$$\text{ROAS} = \frac{\text{Total Campaign Revenue}}{\text{Total Campaign Cost}}$$

Бесплатен инструмент :)

<https://www.classyllama.com/roas>

ROAS

(Колко оборот сме
донесли/Колко рекламен
бюджет сме похарчили)*100 =
ROAS



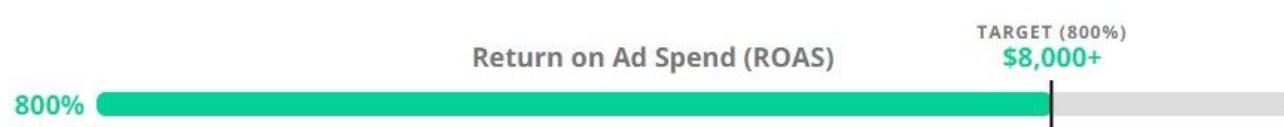
Return On Ad Spend (ROAS) Calculator

Ad Spend
 \$ 1000

Revenue from Ad Spend
 \$ 8000

I don't know my revenue

[Calculate ROI](#)



Nice work!

Your ROAS is 800%. If you're getting over 800% ROAS, [you're probably in a good spot.](#)

[Learn more about your 800% ROAS](#)

ROMI

Return on Marketing Investment



Return on Marketing Investment

ROMI Formulas

Includes Marketing Budget Expenses

ROMI

- More realistic approach than Basic

$$\frac{\text{Profit} - \text{Marketing Investment} - \text{Overhead Allocation} - \text{Incremental Expenses}}{\text{Marketing Investment}}$$

Бесплатни инструменти :)

- <http://romi.ipa.co.uk/index.php/calculator>
- <https://captaincalculator.com/financial/business/romi/>
- <https://retail-calculators.com/calculator/display/romi>

ROMI

(Колко оборот сме
донесли/Колко рекламен
бюджет сме похарчили)*100 =
ROMI



ROAS

Това се измерва с оборот...

ROMI

Това се измерва с печалбата...

<https://www.nerdmarketing.com/roas-romi/>

ROI

Return on Investment



Return on Investment (ROI)



Return (Benefit)



Investment (Cost)

= ROI

Бесплатни инструменти :)

- <http://www.marketingmo.com/campaigns-execution/how-to-calculate-roi-return-on-investment/>
- <https://financial-calculators.com/roi-calculator>

ROI

(Печалба/Разходи
(ВСИЧКИ)*100 = ROI

CLV

Customer Lifetime Value



Customer Lifetime Value

$$\text{\$} + \text{Hourglass} + \text{Person with double arrow} = \text{CLV}$$

Average Transaction Annual Purchase Frequency Expected Years of Relationship Customer Lifetime Value

Бесплатен инструмент :)

<https://www.clv-calculator.com/free-clv-excel-templates/>

CLV

(Ср. Цена на поръчка * Честота
на поръчките за 1 година *
Години като ваш клиент) = CLV

Оборот/Брой клиенти

По-просташката формула за CLV :)

CPA

Cost per Acquisition



Cost per Acquisition (CPA)

$$\text{CPA} = \frac{\text{COST}}{\# \text{ CONVERSIONS}}$$

The diagram illustrates the formula for CPA. It features a yellow circle containing a black dollar sign (\$) positioned above a horizontal teal line. Below the line are four small pink human icons. The word "COST" is written in black capital letters above the dollar sign, and "# CONVERSIONS" is written in black capital letters below the icons.

Бесплатен инструмент :)

<https://www.digitalsales.com/cpa-calculator>

CPA

(Разход/Брой придобивания) =
CPA

COS

Cost of Sales



Cost of Sales (COS)

Cost of Sales Example

Cost of goods manufactured

Cost of direct materials	\$55,000
Cost of direct labor	\$78,000
Overhead manufacturing cost	\$20,000
Cost of indirect materials	\$5,000
Cost of indirect labor	\$10,000
Total manufacturing costs	\$168,000
Beginning inventory	\$25,000
Ending inventory	<u>(\$18,000)</u>
Cost of goods manufactured	\$175,000

Прочетете тук:

<https://www.myaccountingcourse.com/accounting-dictionary/cost-of-sales>

COS

(Прекалено много фактори...)