

# THE METRICS YOU CAN & CANNOT IGNORE

You can make smarter business decisions when you see a direct relationship between specific metrics and success. If a metric doesn't serve an actionable purpose, don't waste your time on it.

## IGNORE

### OVERALL BOUNCE RATE

*This means visitors who leave your site after viewing only one page, but what if that page was your Contact Us page, and they got everything they needed after one stop?*

## DON'T IGNORE

### PAGE BOUNCE RATE

*It's not always about how many pages a person visits but what they did after visiting what they wanted. Dig deeper and look at bounce rate specific to each page.*

## IGNORE

### PAGE VIEWS

*Quality beats quantity. The amount of views isn't as important as what you want visitors to do once they reach your site.*

## DON'T IGNORE

### CONVERSION RATES

*Actual ROI trumps views and traffic. Focus on efforts that help increase conversions.*

## IGNORE

### VIDEO VIEWS

*Sound familiar? Views are important to increase reach, but Facebook and Twitter track views on a video after someone watches for only 3 seconds.*

## DON'T IGNORE

### VIDEO ENGAGEMENT

*Views measure quantity - engagement measures quality. Look at how long someone watches your videos to understand if you're really grabbing their attention.*

## IGNORE

### SOCIAL PAGE LIKES

*Posting to your channels only reaches a small sample of people - those who already 'like' you. Comments are better than likes, but real engagement comes from extending your reach.*

## DON'T IGNORE

### SOCIAL SHARES

*The more people share your content, the more views (and potential conversions) you receive. Sometimes making 'sharing' your call-to-action can be all it takes to drastically increase reach.*

## IGNORE

### EMAIL OPEN RATE

*This only tells you whether your subject line was compelling - not if the interior was good. Sometimes, opens are your end goal, because the email itself has everything you want to pass along.*

## DON'T IGNORE

### CLICK-THROUGH RATE

*Usually, the real end goal for any email is clicks, moving consumers down the funnel. Having a strong call-to-action can lead to more form fill-outs and additional content sharing that ultimately leads to more sales.*

The digital marketing metrics that matter end in conversions and increased ROI. Contact Outsell to learn more about effective consumer lifecycle marketing.