

## Metrics

### Case 1 - Setting the Direction for #RealGlow

Term	Definition	Formula
Awareness	The total visibility of a brand or campaign among unique users across all platforms.	—
Engagement	The level of interaction generated by campaign content, such as likes, comments, shares, or saves.	—
Consideration	The stage where users show deeper interest or intent by visiting websites, watching videos, or saving content.	—
Conversion	The completion of a desired goal such as a purchase, registration, or download that reflects campaign success.	Conversion Rate = $(\text{Conversions} / \text{Clicks}) \times 100$
Reach	The total number of unique users who viewed campaign content.	—
Impressions	The total number of times content was displayed on users' screens, including repeats.	—
Click-Through Rate (CTR)	Measures how often viewers click on a link or ad after seeing it.	CTR = $(\text{Clicks} / \text{Impressions}) \times 100$
Engagement Rate (ER)	Indicates how actively users interact with content relative to total exposure.	ER = $(\text{Engagements} / \text{Impressions}) \times 100$
Cost Per Click (CPC)	The average amount spent for each user click.	CPC = Ad Spend / Clicks
Cost Per Mille (CPM)	The cost to reach 1,000 impressions.	CPM = $(\text{Ad Spend} / \text{Impressions}) \times 1,000$
Cost Per Acquisition (CPA)	Average cost incurred to generate one conversion.	CPA = Ad Spend / Conversions
Return on Ad Spend (ROAS)	Revenue earned for each dollar of advertising spend.	ROAS = Revenue / Ad Spend
Conversion Rate (CR)	The percentage of clicks that lead to a desired action.	CR = $(\text{Conversions} / \text{Clicks}) \times 100$
Funnel Completion Rate	Measures how effectively users progress from awareness to conversion across funnel stages.	Funnel Completion = $(\text{Conversions} / \text{Awareness}) \times 100$

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