Metric	Definition	Formula	Category
Ad Frequency	Average number of times each user saw an ad.	Impressions ÷ Reach	Awareness
Awareness Lift (%)	% increase in brand recall or recognition.	(Post – Pre) ÷ Pre × 100	Awareness
Effective CPM (eCPM)	Normalized cost to reach 1,000 impressions.	Revenue ÷ Impressions × 1,000	Awareness
Impression Efficiency (Reach Efficiency)	Cost-effectiveness of impressions relative to spend.	Impressions ÷ Spend	Awareness
Impression Share (%)	% of available impressions captured.	Impressions ÷ Eligible Impressions × 100	Awareness
Impressions	Total number of times content was displayed.	–	Awareness
Reach	Number of unique users who viewed a post or ad.	–	Awareness
Reach Efficiency	Cost-efficiency in reaching unique users.	Reach ÷ Spend	Awareness
Reach-per-Dollar (Reach Efficiency – alt)	Unique users reached per unit spend.	Reach ÷ Spend	Awareness
Ad Quality / Relevance Score	Platform diagnostic reflecting ad relevance and engagement expectation (scale 0–10).	Provided by Meta / Google Ads	Awareness / Ads Diagnostics
Share of Positive Voice (SPoV)	Portion of total category *positive* mentions that belong to the brand.	Positive Brand Mentions ÷ Total Category Positive × 100	Awareness / Listening
Share of Voice (SOV)	% of category mentions captured by a brand.	Brand Mentions ÷ Category Mentions × 100	Awareness / Listening
Average Order Value (AOV)	Average revenue per transaction.	Revenue ÷ Orders	Commerce
Cart Abandonment Rate (%)	% of carts not converted to purchases.	(Carts – Purchases) ÷ Carts × 100	Commerce
Checkout Conversion Rate (%)	% of checkouts resulting in purchases.	Purchases ÷ Checkouts × 100	Commerce
Gross Profit Margin (%)	% of revenue retained after COGS.	(Revenue – COGS) ÷ Revenue × 100	Commerce
Refund Rate (%)	% of orders refunded.	Refunds ÷ Orders × 100	Commerce
Revenue per Session (RPS)	Average revenue generated per web visit.	Revenue ÷ Sessions	Commerce
Customer Acquisition Cost (CAC)	Average ad cost per new customer.	Ad Spend ÷ New Customers	Commerce / Conversion
Refund Rate (%)	% of orders refunded.	Refunds ÷ Orders × 100	Commerce / Conversion
Revenue per Session (RPS)	Average revenue earned per website session.	Revenue ÷ Sessions	Commerce / Conversion
Clicks	Total link or ad clicks.	–	Conversion
Conversion Rate (CR)	% of clicks leading to conversions.	Conversions ÷ Clicks × 100	Conversion

Metric	Definition	Formula	Category
Conversions	Number of goal completions (purchase, signup, etc.).	–	Conversion
Cost per Acquisition (CPA)	Cost to acquire one conversion.	Spend ÷ Conversions	Conversion
Customer Acquisition Cost (CAC)	Average cost to acquire a new customer.	Ad Spend ÷ New Customers	Conversion / Finance
Customer Lifetime Value (CLV)	Total projected value of a customer.	Avg. Purchase Value × Purchase Frequency	Conversion / Finance
LTV:CAC Ratio	Relationship between value and acquisition cost.	CLV ÷ CAC	Conversion / Finance
Return on Ad Spend (ROAS)	Revenue generated per ad dollar.	Revenue ÷ Ad Spend	Conversion / Finance
Return on Investment (ROI)	Profit relative to total cost.	(Net Profit ÷ Investment) × 100	Conversion / Finance
Collaboration Index (%)	Cross-departmental project share.	Cross-Team ÷ Total Projects × 100	Culture
Data Literacy Rate (%)	% of trained employees.	Trained ÷ Total × 100	Culture
Data Maturity Score	Composite score of analytics maturity.	(Accessibility + Literacy + Integration + Accountability + Innovation) ÷ 5	Culture
Data Utilization Rate (%)	% of decisions made using data.	Data-Based ÷ Total Decisions × 100	Culture
Decision Speed Improvement (%)	Reduction in time for decisions.	(Baseline – Current) ÷ Baseline × 100	Culture
Innovation Rate (%)	% of new initiatives driven by analytics.	Analytics-Driven ÷ Total Initiatives × 100	Culture
Organizational Transformation Score	Composite measure of data-driven integration.	(Maturity + Literacy + Integration + Ethics + Performance) ÷ 5	Culture
ROI from Analytics (%)	Return from analytics initiatives.	Profit from Analytics ÷ Analytics Investment × 100	Culture
CSAT (Customer Satisfaction Score)	Mean satisfaction rating on a 1–5 scale.	Σ Scores ÷ Responses	Customer Care
CSAT (Customer Satisfaction)	Avg. satisfaction rating (1–5 scale).	Σ Scores ÷ Responses	Customer Care
Median Response Time (hh:mm)	Time required to answer user queries.	Platform-measured	Customer Care
Net Promoter Score (NPS)	Promoters – Detractors (%).	(%Promoters – %Detractors)	Customer Care
Net Promoter Score (NPS)	% Promoters – % Detractors.	(%Promoters – %Detractors)	Customer Care

Metric	Definition	Formula	Category
Response Rate (%)	% of incoming messages answered.	Replies ÷ Messages × 100	Customer Care
Response Time (hrs)	Median time to respond to a user.	–	Customer Care
Accuracy (%)	% of verified correct records.	Verified ÷ Total × 100	Data Quality
Completeness (%)	% of fields filled.	Non-null ÷ Total × 100	Data Quality
Consistency (%)	% of standardized fields.	Conforming ÷ Total × 100	Data Quality
Correction Rate (%)	% of cleaned records.	Corrected ÷ Total × 100	Data Quality
Data Health Index (DHI)	Overall data quality score.	(Accuracy + Completeness + Consistency + Timeliness + Validity) ÷ 5	Data Quality
Duplicate Rate (%)	% of repeated records.	Duplicates ÷ Total × 100	Data Quality
Outlier Rate (%)	% of abnormal data points.	Outliers ÷ Total × 100	Data Quality
Refresh Delay (hrs)	Delay between expected & actual refresh.	Actual – Scheduled	Data Quality
Timeliness (%)	% of updates on time.	On-Time ÷ Total × 100	Data Quality
Validity (%)	% of values within allowed range.	Valid ÷ Total × 100	Data Quality
Engagement Rate (ER)	% of users who interacted with content.	Engagements ÷ Impressions × 100	Engagement
Engagement Value Index (EVI)	Weighted value of engagement types.	(Likes×1 + Comments×2 + Shares×3)	Engagement
Engagement Value Index (EVI)	Weighted score assigning different values to engagement types.	(Likes×1 + Comments×2 + Shares×3)	Engagement
Engagement-to-Conversion Ratio	Relationship between engagement and sales actions.	Engagements ÷ Conversions	Engagement
Engagements	Total user interactions (likes, shares, comments, saves).	–	Engagement
Save Rate	% of users who saved content.	Saves ÷ Impressions × 100	Engagement
Share Rate	% of users who shared content.	Shares ÷ Impressions × 100	Engagement
Click-Through Rate (CTR)	% of impressions that generated clicks.	Clicks ÷ Impressions × 100	Engagement / Traffic
Unique CTR (uCTR)	% of unique users who clicked.	Unique Clicks ÷ Reach × 100	Engagement / Traffic
AI Review Rate (%)	% AI outputs reviewed by humans.	Reviewed ÷ Total AI Outputs × 100	Ethics
AI Review Rate (%)	% of AI outputs reviewed by humans.	Reviewed ÷ Total AI Outputs × 100	Ethics
Bias Detection Rate (%)	% of biased models detected.	Biased ÷ Total Models × 100	Ethics

Metric	Definition	Formula	Category
Data Privacy Compliance (%)	% datasets compliant with privacy rules.	Compliant ÷ Total × 100	Ethics
Ethical Approval Rate (%)	% projects passing ethical review.	Approved ÷ Total × 100	Ethics
Ethics Training Completion (%)	% of employees completing ethics training.	Certified ÷ Total Employees × 100	Ethics
Fairness Index (%)	Equality in treatment across user groups.	1 – Disparity Ratio	Ethics
Fairness Index (%)	Measure of equality of treatment across groups.	1 – Disparity Ratio	Ethics
Human Oversight Ratio (%)	% automated workflows reviewed by humans.	Human Reviewed ÷ Automated × 100	Ethics
Risk Mitigation Index (%)	Effectiveness in resolving ethical risks.	(Identified – Unresolved) ÷ Identified × 100	Ethics
Transparency Index	Measure of openness in reporting.	(Disclosure + Accessibility + Documentation) ÷ 3	Ethics
Amplification Rate (%)	% of content reshared.	Reshares ÷ Original Posts × 100	Network
Betweenness Centrality	Frequency a user bridges others.	Σ (Shortest Paths through Node ÷ Total Paths)	Network
Clustering Coefficient	Cohesion among neighbors.	2 × Links_between_neighbors ÷ k(k–1)	Network
Degree Centrality	Number of direct connections per user.	Count of Links per Node	Network
Diffusion Rate	Message spread speed.	Shares ÷ Time Interval	Network
Eigenvector Centrality	Influence weighted by others' importance.	αΣ Neighbor EC	Network
Influence Score	Weighted index of reach + engagement + centrality.	(EC×w1 + BC×w2 + Reach×w3)	Network
Network Density (%)	Actual ÷ possible connections.	Actual Links ÷ Possible Links × 100	Network
A/B Test Lift (%)	Difference between test and control.	(Test – Control) ÷ Control × 100	Optimization
Budget Efficiency (%)	% of spend optimized on top performers.	Optimal Spend ÷ Total Spend × 100	Optimization
Conversion Lift (%)	% improvement in conversion rate.	(CRtest – CRbase) ÷ CRbase × 100	Optimization
Engagement Lift (%)	% increase in engagement rate.	(ERtest – ERbase) ÷ ERbase × 100	Optimization
Optimization Gain (%)	Improvement from baseline.	(Optimized – Baseline) ÷ Baseline × 100	Optimization
Predictive Accuracy (%)	Accuracy of forecast models.	Correct Predictions ÷ Total × 100	Optimization
R^2 (Model Fit)	Variance explained by regression model.	Explained ÷ Total Variance	Optimization
RMSE (Model Error)	Root mean squared prediction error.	$\sqrt{\Sigma(y–\hat{y})^2 \div n}$	Optimization
Time-to-Insight (hrs)	Time from data to decision.	Insight Time – Data Availability	Optimization

Metric	Definition	Formula	Category
Predictive Accuracy (%)	% of model predictions matching outcomes.	Correct ÷ Total × 100	Optimization / Diagnostics
Budget Efficiency (%)	% of spend devoted to top-performing channels.	Optimal Spend ÷ Total Spend × 100	Optimization / Economics
MAPE (%)	Mean absolute percentage error.	Σ	Optimization / Forecasting
RMSE (Model Error)	Root mean square error of predictions.	$\sqrt{\Sigma(y–\hat{y})^2 \div n}$	Optimization / Forecasting
R^2 (Model Fit)	Portion of variance explained by model.	Explained ÷ Total Variance	Optimization / Modeling
Time-to-Insight (hrs)	Duration from data capture to actionable output.	Insight Time – Data Available	Optimization / Time
Automation Efficiency (%)	% of analytics processes automated.	Automated ÷ Total Tasks × 100	Reporting
Dashboard Adoption Rate (%)	% of staff regularly using dashboards.	Active ÷ Eligible Users × 100	Reporting
Insight-to-Action Ratio	% of insights implemented.	Actions ÷ Insights × 100	Reporting
Narrative Impact Score	% of reports influencing decisions.	Actions ÷ Reports × 100	Reporting
Performance Index (Composite)	Weighted awareness-engagement-conversion score.	(Awareness×w1 + Engagement×w2 + Conversion×w3)	Reporting
Visualization Clarity Index (VCI)	% of users interpreting visuals correctly.	Correct Interpretations ÷ Viewers × 100	Reporting
Churn Rate (%)	% of users lost.	Lost ÷ Starting Users × 100	Retention
Retention Rate (%)	% of returning users.	Returning ÷ Total Users × 100	Retention
Crisis Velocity	Rate of increase in negative mentions.	Δ Negative Mentions ÷ Time	Sentiment
Crisis Velocity	Speed of change in negative sentiment.	Δ Negative Mentions ÷ Time	Sentiment
Emotion Balance Index (EBI)	Ratio of positive to negative emotions.	Pos ÷ Neg Emotions	Sentiment
Negative Sentiment (%)	% of comments negative.	Negative ÷ Total × 100	Sentiment
Positive Sentiment (%)	% of comments positive.	Positive ÷ Total × 100	Sentiment
Sentiment Index	Net tone score.	(Positive – Negative) ÷ Total × 100	Sentiment
Sentiment Score	Avg. polarity of comments/posts.	Σ Polarity ÷ Comments	Sentiment
Topic Prevalence (%)	% of mentions on a specific theme.	Topic Mentions ÷ Total × 100	Sentiment
Topic Prevalence (%)	% of total mentions about a theme.	Topic Mentions ÷ Total × 100	Sentiment

Metric	Definition	Formula	Category
Word Frequency Index (WFI)	Normalized keyword appearances.	Keyword Count ÷ Total Words × 1,000	Sentiment
Average View Duration	Mean time each user watches.	Total Watch Time ÷ Views	Video
Average View Duration (Seconds)	Mean time viewed per video.	Total Watch Time ÷ Views	Video
Completion Rate	% of users who watched a video to the end.	Completed Views ÷ Total Views × 100	Video
Cost per View (CPV)	Average cost of each video view.	Spend ÷ Views	Video
Quartile View-Through (%)	% of users reaching each quartile of a video.	Views to Quartile ÷ Starts × 100	Video
ThruPlay Rate	% of impressions resulting in 15+ sec views.	ThruPlays ÷ Impressions × 100	Video
ThruPlay Rate (Meta)	% of impressions producing a 15-second or full-view play.	ThruPlays ÷ Impressions × 100	Video
Video Quartile View-Through (25 / 50 / 75 / 100%)	% of viewers reaching each quarter of the video.	Views at Quartile ÷ Starts × 100	Video
Video View Rate (VR)	% of impressions converted into video views.	Views ÷ Impressions × 100	Video
Watch Time (min)	Total minutes watched.	Σ View Durations	Video
Average Session Duration	Average time spent on site.	Total Session Time ÷ Sessions	Web / Behavior
Bounce Rate (%)	% of users who leave after one page.	Single-Page Sessions ÷ Total Sessions × 100	Web / Behavior
Pages per Session	Avg. pages viewed per session.	Total Pages ÷ Sessions	Web / Behavior