

Category	Category Definition	Most Common / Important Metrics
Awareness	Measures how many people see a brand’s content and how effectively campaigns reach their intended audience. Focuses on visibility, reach, and exposure.	Reach, Impressions, Ad Frequency, Share of Voice (SOV), Awareness Lift (%), Effective CPM (eCPM)
Engagement	Tracks how audiences interact with content — likes, shares, comments, saves, and clicks — to assess relevance and resonance.	Engagement Rate (ER), CTR, Shares, Saves, Engagement-to-Conversion Ratio, Engagement Value Index (EVI)
Video	Evaluates video performance, user attention, and message retention across platforms like YouTube, TikTok, and Instagram.	View Rate (VR), Cost per View (CPV), Completion Rate, ThruPlay Rate, Watch Time, Average View Duration
Conversion & Commerce	Captures how effectively campaigns turn engagement into tangible results such as leads, sales, or signups, and includes cost efficiency.	Conversion Rate (CR), CPA, ROAS, ROI, CLV, CAC, AOV, LTV:CAC Ratio
Web & Behavior	Focuses on on-site performance and visitor behavior once users arrive from social channels.	Bounce Rate, Session Duration, Pages per Session
Retention & Loyalty	Measures repeat engagement, customer stickiness, and long-term brand loyalty.	Retention Rate (%), Churn Rate (%)
Customer Care / Service	Assesses responsiveness and audience satisfaction through social service interactions.	Response Rate, Response Time, CSAT, NPS
Sentiment & Text Analytics	Examines audience emotions, tone, and conversation trends using NLP and text mining.	Sentiment Score, Sentiment Index, Positive/Negative Sentiment (%), Emotion Balance Index (EBI), Topic Prevalence
Network & Influence	Analyzes how information spreads through online communities and identifies key influencers.	Degree Centrality, Betweenness Centrality, Network Density, Amplification Rate, Influence Score
Data Quality & Pipeline	Ensures the reliability, accuracy, completeness, and timeliness of data used in analytics and dashboards.	Data Health Index (DHI), Accuracy (%), Completeness (%), Consistency (%), Timeliness (%), Validity (%)
Reporting & Visualization	Measures how effectively insights are communicated through dashboards and reports.	Performance Index, Visualization Clarity Index (VCI), Insight-to-Action Ratio, Narrative Impact Score, Dashboard Adoption Rate
Optimization & Experimentation	Captures performance improvement through A/B testing, model evaluation, and data-driven refinements.	A/B Test Lift, Predictive Accuracy, Optimization Gain, R ² (Model Fit), Budget Efficiency, Time-to-Insight
Ethics & Governance	Ensures analytics practices are fair, transparent, and compliant with privacy regulations.	Data Privacy Compliance (%), Ethical Approval Rate (%), Bias Detection Rate (%), Transparency Index, Human Oversight Ratio
Culture & Maturity	Measures how deeply analytics is embedded into an organization’s processes, culture, and decision-making.	Data Maturity Score, Data Literacy Rate (%), Data Utilization Rate (%), Collaboration Index, Innovation Rate