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E-Commerce Metrics That Matter v2

A Reference Guide for Driving More Sales

Knowing exactly which metrics to analyze to achieve a certain goal is crucial for driving growth.

This guide provides an overview of the most important metrics used to measure the performance of e-commerce businesses, grouped by certain use-cases

By understanding these metrics and choosing the right ones to optimize for, you'll be able to fine-tune your analytical approach and maximize the ROI of your e-commerce business.

Use this guide as a cheat sheet

Use cases covered in this guide

Creatives

A list of metrics to analyse and optimize the performance of your creative assets.

1

Email / IM

A list of metrics to improve the performance of your email and instant messaging campaigns.

2

Landing Page

A list of metrics to optimize your website and landing pages for improved conversion rates.

3

Customer Acquisition

A list of metrics to understand to optimize customer acquisition.

4

Customer Retention

A list of metrics to understand and improve customer retention.

5

Revenue and Sales

A list of metrics to track the performance of your e-commerce business and identify areas for improvement.

6

Profitability

A list of metrics to optimize the profitability of your business.

7

Price & Offer

A list of metrics for testing and optimizing your pricing strategy to increase revenue and profits.

8

Traffic Cost

A list of metrics to understand how much you are spending on traffic, engagements and conversions.

9

Traffic Quality

A list of metrics to understand the quality of your website traffic.

10

1

Creative Optimization

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Metrics for Creative Optimization

Use these metrics to analyse and optimize the performance of your creative assets.

Unique adds to cart
Amount of visitors that added at least one item to their cart

Visits
Number of times a website is visited

Engagement rate (ER)
Percentage of users who engage with an ad after being exposed to it

`= Engagements / Impressions * %`

View-through add to cart rate (VTATC)
Permyriad of impressions that led to a unique add to cart event

`= Unique adds to carts / Impressions * %`

Clicks
Number of times the creative was clicked

Orders
Amount of orders

Hold rate (HR)
Percentage of people that watched a video to the end after playing i

`= Video completions / Video 2 second plays * %`

View-through rate (VTR)
Percentage of viewers who watch a video ad to completion but not necessarily clicking on it

`= Video completions / Impressions * %.`

Engagements
Number of times users interact with an ad, such as by liking, sharing, or commenting

Click-through rate (CTR)
Percentage of clicks on an ad after being delivered

`= Clicks / Impressions * %`

Thumbstop rate (TR)
Percentage of visitors that view a video more than two seconds (stop scrolling)

`= Video 2 second plays / Video views * %`

Add to cart rate (ATCR)
Percentage of visitors that added at least one item to their cart

`= Unique adds to carts / Visitors * %_`

Reactions
Amount of social media reactions

Conversion rate (CVR)
Percentage of visitors that purchased

`= Orders / Visitors * %`

View-through conversion rate (VTC)
Permyriad of impressions that led to a conversion

`= Conversions / Impressions * %`

Observed | Calculated | Key

2

E-Mail / IM Optimization

Metrics for Email / IM Optimization

Use these metrics to understand and improve the performance of your email and instant messaging campaigns.

Unique adds to cart
Amount of visitors that added at least one item to their cart

Opens
Number of times an email or message got opened

Clicks
Number of times a user clicks on a link or a button within the message

Unsubscribes
Amount of users that unsubscribed from the service

Open rate
Percentage of users who opened the message after receiving it

`= Emails opened / (Emails sent - Bounces) * %`

Click-through rate (CTR)
Percentage of clicks on a link within the email or message after being delivered

`= Clicks / Impressions * %`

Average Order Value (AOV)
Average revenue generated through orders

`= Revenue / Orders`

Conversion rate (CVR)
Percentage of visitors who place an order

`= Conversion / Visitors * %`

Add to cart rate (ATCR)
Percentage of visitors who added at least one item to their cart

`= Unique adds to carts / Visitors * %`

Observed | Calculated | Key

3

Landing Page Optimization

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Metrics for Landing Page Optimization

Use these metrics to optimize your website and landing pages for improved conversion rates.

Visits
Number of times a website is visited (also known as sessions)

Add to cart rate
Percentage of visitors who added at least one item to their cart

`= Unique add to carts / Visitors * %`

Time on site (TOS)
Average time visitors spend on the site

`= Time spend on site / Visits`

Time on page (TOP)
Average time visitors spend on a page

`= Time spend on page / Visits`

Visitors
Number of unique individuals visiting a website

Bounce rate
Percentage of visits that ended without visiting more than one page

`= One-page visits / Visits * %`

Exit rate
Percentage of visits that end the session on a given page

`= Page exits / Visits * %`

Cart abandonment rate
Percentage of visits that had at least one item in the cart but did not result in an order

`= (1 - (Orders / Adds to cart)) * %`

Unique adds to cart
Amount of visitors who added at least one item to their cart

Conversion rate (CVR)
Percentage of visitors who placed an order

`= Conversions / Visitors * %`

Average order value (AOV)
Average revenue generated through orders

`= Revenue / Orders`

Orders
Amount of orders

Calculated | Key

4 Customer Acquisition

Metrics for Customer Acquisition

Use these metrics to understand the cost of acquiring new customers and to optimize your campaigns for customer acquisition.

New customers
Number of unique customers who have made their first purchase.

Acquisition CM2
Contribution margin 2 from first orders by new customers and orders from churned/inactive customers

Marketing spend
Spend for advertising or other marketing activities

Cost per lead (CPL)
Average cost incurred for a generated lead

`= Spend / Leads`

New customer repurchases
Number of second orders

Acquisition revenue
Revenue from new customer (first) orders and returning inactive/churned customers

Reactivated customers
Amount of customers who placed a repeat order after being considered churned/inactive

Cost per order (CPO)
Average cost incurred for a generated order

`= Spend / Orders`

New customer revenue
Revenue generated by new customers

Customer lifetime revenue
Revenue from new customer (first) orders and returning inactive/churned customers

Click to visit rate
Percentage of clicks that materialize into a visit

`= Visits / Clicks * %`

Acquisition MER (aMER)
Acquisition marketing efficiency ratio

`= Acquisition revenue / Marketing spend`

New customer CM2
Contribution margin 2 generated by first orders (new customers)

Customer lifetime CM2
Aggregated contribution margin 2 of new customers

Cost per add-to-cart (CPATC)
Average cost incurred for a unique add-to-cart event

`= Spend / Unique add-to-carts`

Click-through conversion rate (CTC)
Percentage of clicks that resulted in an order

`= Orders / Clicks * %`

Observed | Calculated | Key

Metrics for Customer Acquisition

Use these metrics to understand the cost of acquiring new customers and to optimize your campaigns for customer acquisition.

New customer ROAS
Ratio of revenue generated for every $ spent on advertising considering new customers only

`= New customer revenue / Spend`

Time to conversion
Average time to conversion in days

`= Days to conversion / Orders`

New customer rate
Percentage of new customers that made a purchase from a company

`= New customers / Customers * %`

Customer lifetime value (CLV)
Average lifetime contribution margin 2 of new customers

`= New customer lifetime CM2 / New customers * %`

New customer POAS
Ratio of CM2 generated for every $ spent on advertising, considering new customers only

`= New Customer CM2 / Spend`

Reactivation rate
Percentage of returning customers who have been considered churned/inactive

`= Reactivated customers / New customers * %`

CLV to CAC ratio
The ratio of customer lifetime value to customer acquisition cost

`= CLV / CAC * %`

New customer AOV
Average revenue of orders placed by new customers (first orders)

`= New customer revenue / First orders`

Customer Acquisition Cost (CAC)
Average cost for acquiring a new customer

`= Marketing spend / New customers`

New customer repurchase rate
Percentage of second orders placed by new customers

`= 2nd order new customer / 1st order new customer * %`

1 2

Calculated | Key

5 Customer Retention

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Metrics for Customer Retention

Use these metrics to understand and improve customer retention.

Repeat customers
The number of customers who have made a purchase from a company more than once

Repeat orders (Repurchases)
Amount of orders from returning customers

Customer retention cost (CRC)
Average cost of retaining existing customers

`= Marketing spend / Repeat customers`

AOV Repurchases
Average revenue of orders from existing customers

`= Repeat customer revenue / Repeat orders`

Repeat customer lifetime orders
Amount of orders of repeat customers

Repeat customer lifetime CM2
Aggregated contribution margin 2 of repeat customers

Retention rate
Percentage of customers who continue to make purchases from a company over time

`= Repeat customers / Customers * %`

Repurchase rate
Percentage of customers who made a repeat purchase from a company

`= Repeat orders / Orders * %`

Repeat customer repurchases
Repurchases of repeat customers

Nth order rate
Percentage of customers who placed their nth order

`= Orders placed on the nth time / Orders * %`

Repeat CLR
Lifetime revenue of repeat customers

`= Repeat customer lifetime revenue / Repeat customers`

Repeat customer repurchase rate
Percentage of repeat repurchases within a set period (e.g. 30 days after first purchase)

`= Repeat customer repurchases / Repeat customers * %`

Repeat customer revenue
The revenue generated by returning customers

Orders per customer (OPC)
Average number of orders placed by customers

`= Orders / Customers`

Repeat CLV
Average contribution margin 2 for repeat customers

`= Repeat customer lifetime CM2 / Repeat customers`

Time between orders (TBO)
Time lag between orders of the same customer

`= Time between all orders / Number of orders - 1`

Observed | Calculated | Key

6 Revenue and Sales Analysis

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Metrics for Revenue and Sales Analysis

Use these metrics to track the performance of your e-commerce business and identify areas for improvement.

Total sales
Total amount of sales

Net revenue
Net sales, including discounts, shipping, excluding taxes and returns

Returned revenue
Value of items returned including tax

Revenue
Amount of money generated through sales or services

Discounts
Total amount of money subtracted from the original sales price due to discounts or promotions

Net profit
Net profit, also known as contribution margin 3 (CM3)

Returned quantity
Number of items that were returned

Shipping fees
Amount of money charged for shipping

Marketing spend
Spend for advertising or other marketing activities

Orders
Number of orders

Returned shipping revenue
Amount of refunded shipping revenue

Shipping costs
Cost of shipping, including shipping fees and any additional costs associated with shipping

Net sales
Revenue minus tax, net returns, discounts

Returned orders
Amount of orders for which at least one item was returned

Returns net
Net value of items returned excluding tax

COGS (Cost of goods sold)
Direct costs associated with the production of the goods sold

Observed Key

Metrics for Revenue and Sales Analysis

Use these metrics to track the performance of your e-commerce business and identify areas for improvement.

Transaction cost
Costs associated with processing a transaction, such as payment processing fees.

COGS rate
Percentage of cost of goods sold from net revenue

`= COGS / Net revenue * %`

Revenue per visit
Average revenue generated per visit

`= Revenue / Visits`

Return rate
Percentage of orders that were returned

`= Returned orders / Orders * %`

Total sales
Amount of money generated through sales, including any returns, discounts, shipping fees, and transaction costs

Discount rate
Percentage of discounts from net revenue

`= Discounts / Net revenue * %`

Revenue per customer
Average revenue generated per customer

`= Revenue / Customers`

Gross merchandise value (GMV)
Value of merchandise sold before discounts and price reductions

Price reduction rate
Percentage of price reductions from net revenue

`= Price reductions / Net revenue * %`

Average order value (AOV)
Average revenue generated through orders

`= Revenue / Orders`

Price reductions
Amount of price reductions (from GMV)

Average order cost (AOC)
Average cost generated through orders

`= (COGS + Shipping + Transaction cost + Expenses) / Orders`

Average order profit (AOP)
Average profit generated through orders

`= CM3 / Orders`

1 2

Observed | Calculated | Key

7 Profit Optimization

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Metrics for Profit Optimization

Use these metrics to optimize the profitability of your business.

CM1 (Contribution margin 1)
Net revenue minus net refunds and cost of goods sold (COGS)

Customer lifetime revenue (CLR)
Aggregated revenue generated by a customer over the course of their lifetime

Average cost of sale (ACoS)
Percentage of revenue spent on advertising

`= Ad spend / Revenue * %`

CM1 ratio
Ratio of contribution margin 1 (CM1) to net revenue

`= CM1 / (Net revenue - net returns) * %`

CM2 (Contribution margin 2)
Net revenue minus returns, cost of goods sold (COGS), transaction and shipping costs

Acquisition return on ad spend (aROAS)
Return on ad spend from new customers and churned/inactive customers

`= Acquisition revenue / Marketing spend`

Breakeven point (BEP)
Amount of items that need to be sold to become profitable

`= Expenses / (CM2 / amount of items sold)`

CM2 ratio
Ratio of contribution margin 2 (CM2) to net revenue

`= CM2 / (Net revenue - net returns) * %`

CM3 (Contribution margin 3)
Net revenue minus returns, cost of goods sold (COGS), transaction and shipping costs, other operational expenses and all marketing costs

Acquisition profit on ad spend (aPOAS)
Profit on ad spend from new customers and returning customers after a 60-day purchase gap.

`= Acquisition CM2 / Marketing spend`

Breakeven ROAS
Return on advertising spend required to break even

`= Revenue / CM2`

CM3 ratio
Ratio of contribution margin 3 (CM3) to net revenue

`= CM3 / (Net revenue - net returns) * %`

Gross profit
Gross revenue minus cost of goods sold (COGS)

Average cost of sale net (ACoS net)
Percentage of net revenue spent on advertising

`= Ad spend / Net revenue * %`

Customer lifetime value (CLV)
Contribution margin 2 generated by a customer over the course of their lifetime

`= Customer value × Average customer lifespan`

CLV to CAC ratio
Ratio of customer lifetime value to customer acquisition cost

`= CLV / CAC * %`

1 2

Observed | Calculated | Key

Metrics for Profit Optimization

Use these metrics to optimize the profitability of your business.

Gross margin
Percentage of gross profit from revenue

`= Gross profit / (Revenue - Returns) * %`

Marketing spend rate
Percentage of marketing spend from net revenue

`= Total marketing spend / Net revenue * %`

Net return on ad spend (ROAS net)
Ratio of net revenue generated for every $ spent on advertising

`= Revenue net / Ad spend`

Net margin
Percentage of net profit (or CM3) from revenue

`= CM3 / (Revenue - Returns) * %`

Return on ad spend (ROAS)
Ratio of revenue generated for every $ spent on advertising

`= Revenue / Ad spend`

Profit on ad spend (POAS)
Ratio of profit (CM2) earned for every $ spent on advertising

`= CM2 / Ad spend`

Marketing efficiency ratio (MER)
Revenue-to-marketing expense ratio, akin to ROAS but blended across all marketing activities

`= Revenue / Spend * %`

1 2

Observed Key

8 Price & Offer Optimization

Metrics for Price & Offer Optimization

Use these metrics for testing and optimizing your pricing strategy and offers to increase sales and profitability.

CM2 (Contribution Margin 2)
Net revenue minus returns, cost of goods sold (COGS), transaction and shipping costs

Discounts
Total amount of money subtracted from the original sales price due to discounts or promotions

Add to cart rate
Percentage of visitors who added at least one item to their cart

`= Unique add to carts / Visits * %`

Discount rate
Percentage of discounts from net revenue

`= Total discounts / Net revenue`

CM3 (Contribution Margin 3)
Net revenue minus returns, cost of goods sold (COGS), transaction and shipping costs, other operational expenses and all marketing costs

CM2 ratio
Ratio of contribution margin 2 (CM2) to net revenue

`= CM2 / Net revenue * %`

Revenue per visit
Average revenue generated per visit

`= Revenue / Visits`

Profit on advertising spend (POAS)
Ratio of profit (CM2) earned for every $ spent on advertising

`= CM2 / Ad spend`

Quantity
Amount of items sold

Average order profit (AOP)
Average contribution margin 3 generated by an order

`= CM3 / Orders`

Price reduction rate
Percentage of price reductions from net revenue

`= Price reductions / Net revenue * %`

Price reductions
Amount of price reductions (from GMV)

Average order value (AOV)
Average revenue generated by an orders

`= CM3 / Orders`

Conversion rate (CVR)
Percentage of visitors who made a purchase

`= Conversions / Visitors * %`

Observed | Calculated | Key

9 Traffic Cost Analysis

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Metrics for Traffic Cost Analysis

Use these metrics to understand how much you are spending on traffic, engagements and conversions.

Clicks
Number of times a user clicks on a link or a button

Reach (unique impressions)
Number of times a piece of content, such as an ad or a webpage, is displayed to unique people

Cost per click (CPC)
Average cost incurred for a click on an ad

`= Marketing Spend / Clicks`

Cost per subscription (CPS)
Average cost incurred to generate a subscription

`= Marketing spend / Subscriptions`

Engagements
Number of times users interact with an ad, such as by liking, sharing, or commenting

Marketing spend
Amount of money spent on advertising or other marketing activities that generate traffic.

Cost per thousand impressions (CPM)
Average cost incurred for thousand ad impressions

`= Marketing Spend / (Impressions / 1000)`

Cost per visit
Average cost incurred for a visit

`= Marketing spend / Visits`

Impressions
Number of times a piece of content, such as an ad or a webpage, is displayed

Video views
Number of times a video got viewed

Cost per video view (CPV)
Average cost incurred for a video view

`= Marketing Spend / Total number of views`

Cost per visitor
Average cost incurred for every unique visitor to a website.

`= Marketing spend / Visitors`

Orders
Amount of orders

Video completions
The number of times a video got viewed 30 seconds or until the end

Cost per newsletter signup
Average cost incurred for a newsletter signup

`= Marketing Spend / Newsletter signups`

Cost per order (CPO)
Average cost incurred for an order

`= Marketing Spend / Orders`

Observed | Calculated | Key

10 Traffic Quality Analysis

Metrics for Traffic Quality Analysis

Use these metrics to understand the quality of your website traffic.

Unique adds to cart
Amount of visitors that added at least one item to their cart

Visits
Number of times a website is visited

Time on site (TOS)
Average time a visitor spends on the website per visit

`= Time spend on site / Visits`

Subscription CVR
Percentage of visitors who have subscribed to a service or product

`= Subscriptions / Visits * %`

Orders
Amount of orders

Revenue per visit
Average revenue generated per visit

`= Revenue / Visits`

Click-through rate (CTR)
Percentage of clicks on a link or ad after being displayed

`= Clicks / Impressions * %`

Conversion rate (CVR)
Percentage of visitors who complete an action such as making a purchase or filling out a form

`= One-page visits / Visits * %`

Subscriptions
Number of subscriptions

Average order value (AOV)
Average revenue generated by an order

`= Revenue / Orders`

Newsletter signup rate
Percentage of visitors who sign up for a newsletter

`= Newsletter signups / Visits * %`

Add to cart rate (ATCR)
Percentage of visitors who added at least one item to their cart

`= Unique adds to cart / Visitors * %`

Visitors
Number of unique individuals visiting a website

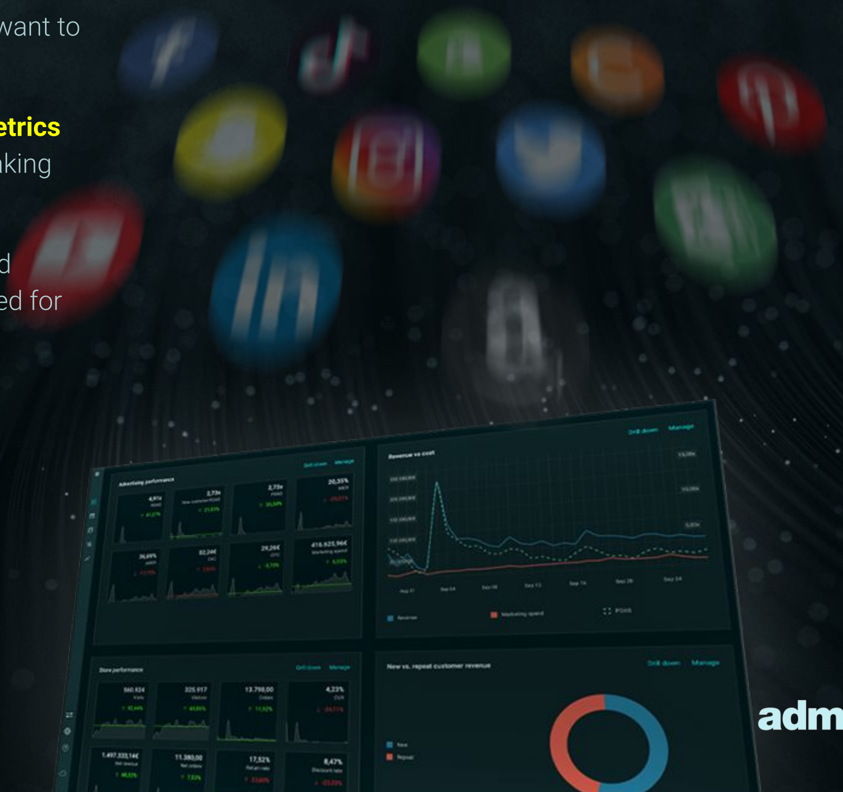
Bounce rate
Percentage of visits that ended without requesting more than one page

`= One-page visits / Visits * %`

Subscription rate
Percentage of customers who have subscribed to a service or product

`= Subscriptions / Orders * %`

Observed | Calculated | Key



Customer Story Oatsome

oatsome

How Oatsome reduced their CAC by 20%

We've observed a dramatic and clear difference in our CAC since we started using Admetrics. **It's quite remarkable – our CAC decreased by 20%**. For a long time, this issue of high CAC was a major concern for us. We were primarily driven by ROAS due to lack of better options, and always knew that CAC was an important metric for us, but we couldn't effectively manage it until now.

We're now able to make more informed decisions about where to allocate our budget across different channels, whether it's in performance marketing, influencer marketing, or elsewhere. This strategic approach has resulted in a noticeable downward trend in our CAC, which is incredibly satisfying to see. Because of these changes, **we're now seeing new customers become profitable much earlier than before.**

– Lukas Rauscher
Controlling

admetrics

Customer Story SugarGang

SUGARGANG.

Using Admetrics Attribution to 3x ROAS Despite iOS14

Before Admetrics, the data from Facebook, Snapchat and TikTok was very distorted. Thanks to Admetrics, we could analyze what really works, what are the real numbers and therefore scale easier and faster.

The biggest effect we have noticed is with Facebook. Before the iOS update it all worked great, after iOS14+ everything collapsed. We did not have a good performance anymore.

Admetrics has enabled data passback to Facebook and has created its own pixel, so we could just optimize our campaigns based on the Admetrics pixel and thereby the performance just massively increased. **We could triple our ROAS and also on TikTok we could scale more efficiently**. And most importantly, we can scale based on real, accurate data.

– Tim Thies
Marketing Manager

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Data Studio for Shopify

ADVERTISEMENT

Customer Story Paul Valentine

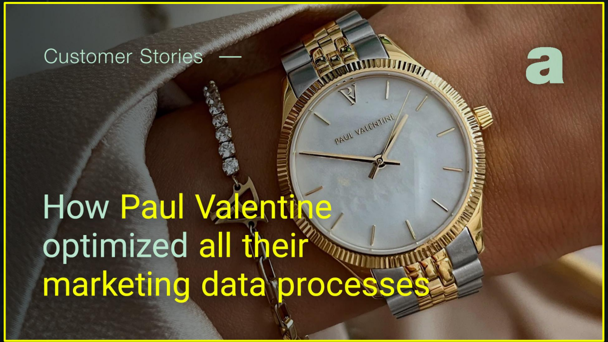
PAUL VALENTINE

How Paul Valentine optimized MER by 22%

With the help of Admetrics, we were able to significantly increase our efficiency across all channels. We can now **better understand customer journeys** and adjust our advertising measures across different channels.

In optimizing our campaigns, we mostly rely on the 'Efficiency Score.' The Efficiency Score allows us to quickly respond to performance changes in ad sets. With this, we have been able to record visible successes in both Paid Social and Paid Search.

– Paul Keil
Performance Marketing



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Customer Story Heimplanet

HEIMPLANET

Testing Creatives Before Product Launch

We've been actively using the experiments and **Quantify** within **Admetrics** at Heimplanet. During a recent product launch, we extensively tested various creatives to identify which ones truly resonated.

The **experiments tool was invaluable in this process**. It allowed us to quickly pinpoint winning and underperforming ads, enabling efficient budget reallocation.

With Quantify, we could confidently conclude our tests without unnecessary extensions, as it provided all the data we needed to make informed decisions.

– Jonas Gritzmann
Marketing Manager

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