

# STARTUP BRANDING METRICS

 **What to track**

 **What it means**

 **How to measure it**



## BRAND AWARENESS

How familiar is your target audience with your brand?

Measured through:

Surveys | Polls | Mentions | Hashtags | Direct Traffic

## CUSTOMER ENGAGEMENT

How strong is your audience's brand affinity and interest?



Measured through:

Website Traffic | Social Media Engagement | Email Opens & CTR



## CONVERSION METRICS

How effectively do you turn interest into action?

Measured through:

Leads Generated | Sales Conversion Rates | Customer Lifetime Value

## CUSTOMER SATISFACTION

Does your brand meet (or exceed) customer expectations?



Measured through:

Net Promoter Score (NPS) | Feedback | Reviews & Testimonials



**MTR  
MARKETING**

[mtrmarketing.com](http://mtrmarketing.com)