



# KPI ENCYCLOPEDIA

A Comprehensive Collection of KPI Definitions for  
**ADVERTISING**



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Advertising KPI Encyclopedia

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# Advertising

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## Advertising

- **Creative Services (Campaign Design & Development) \***

- **Campaign Management**

- **Research & Analysis**

- **Media Buying**

- **Account Development & Management**

*\* This section is not included in this document*

Companies use advertising to impact their target audience's behavior and opinion, through persuasion and promotion, in buying various products or services. The structure and use of advertising varies considerably from industry-to-industry. Many large organizations outsource their advertising operations to third-party ad agencies. Other companies may perform advertising activities in-house, either in-whole or partially. Activities carried out within a typical advertising function, or agency, include audience research, competitor research, ad design and production, content development, media buying and ad performance analysis and reporting.



# Advertising

KPI Encyclopedia

## Cost

- **Marketing Expense per Firm-Wide Employee** – The total expense incurred by the Marketing Department (wages, benefits, overhead, campaign expenditures, etc.) over a certain period of time divided by the total number of employees (company-wide) working for the company.
- **Cost per Impression: All Channels** – The total cost of marketing campaigns across all channels (digital, traditional and direct) divided by the number of impressions (i.e., views) generated through these channels over a certain period of time.
- **Cost per Impression: All Direct Channels** – The total cost of marketing/advertising campaigns through direct channels (email, phone, direct mail) divided by the number of impressions (i.e., views) generated through direct channels over a certain period of time.
- **Cost per Impression: Direct Mail** – The total cost of direct mail campaigns divided by the number of impressions (i.e., views) generated through the direct mail channel over a certain period of time.
- **Cost per Impression: Email** – The total cost of email marketing campaigns divided by the number of impressions (i.e., views) generated through the email marketing channel over a certain period of time.
- **Cost per Impression: Phone** – The total cost of phone-based marketing campaigns divided by the number of impressions (i.e., views) generated through the phone marketing channel over a certain period of time.
- **Cost per Impression: All Traditional Channels** – The total cost of marketing/advertising campaigns through traditional channels (TV, radio, print and outside ads) divided by the number of impressions (i.e., views) generated through traditional channels over a certain period of time.
- **Cost per Impression: Television (All Types)** – The total cost of television marketing campaigns (includes syndicated, cable and broadcast TV) divided by the number of impressions (i.e., views) generated through the TV advertising channel over a certain period of time.
- **Cost per Impression: Syndicated Television** – The total cost of syndicated television marketing campaigns divided by the number of impressions (i.e., views) generated through the syndicated TV advertising channel over a certain period of time.

## Cost (Cont.)

- **Cost per Impression: Broadcast Television** – The total cost of broadcast television marketing campaigns divided by the number of impressions (i.e., views) generated through the broadcast TV advertising channel over a certain period of time.
- **Cost per Impression: Cable Television** – The total cost of cable television marketing campaigns divided by the number of impressions (i.e., views) generated through the cable TV advertising channel over a certain period of time.
- **Cost per Impression: Outside Ads** – The total cost of outside marketing campaigns (e.g., billboards) divided by the number of impressions (i.e., views) generated through outside ads over a certain period of time.
- **Cost per Impression: Radio** – The total cost of radio marketing campaigns divided by the number of impressions (i.e., views) generated through the radio advertising channel over a certain period of time.
- **Cost per Impression: Print** – The total cost of print advertising campaigns (i.e., newspapers, magazines) divided by the number of impressions (i.e., views) generated through the print advertising channel over a certain period of time.
- **Cost per Lead: All Channels** – The total cost of marketing advertising campaigns across all platforms (digital, traditional and direct) divided by the number of qualified sales leads generated through these platforms over the same period of time.
- **Cost per Lead: All Direct Channels** – The total cost of marketing/advertising campaigns through direct channels (email, phone, direct mail) divided by the number of qualified sales leads generated through direct channels over a certain period of time.
- **Cost per Lead: Direct Mail** – The total cost of direct mail campaigns divided by the number of qualified sales leads generated through the direct mail channel over a certain period of time.
- **Cost per Lead: Email** – The total cost of email marketing campaigns divided by the number of qualified sales leads generated through the email marketing channel over a certain period of time.
- **Cost per Lead: Phone** – The total cost of phone-based marketing campaigns divided by the number of qualified sales leads generated through the phone marketing channel over a certain period of time.



# Advertising (Cont.)

KPI Encyclopedia

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## Cost (Cont.)

- **Cost per Lead: All Traditional Channels** – The total cost of marketing/advertising campaigns through traditional channels (TV, radio, print and outside ads) divided by the number of qualified sales leads generated through traditional channels over a certain period of time.
- **Cost per Lead: All Television** – The total cost of television marketing campaigns divided by the number of qualified sales leads generated through the TV advertising channel over a certain period of time.
- **Cost per Lead: Syndicated Television** – The total cost of syndicated television marketing campaigns divided by the number of qualified sales leads generated through the syndicated TV advertising channel over a certain period of time.
- **Cost per Lead: Broadcast Television** – The total cost of broadcast television marketing campaigns divided by the number of qualified sales leads generated through the broadcast TV advertising channel over a certain period of time.
- **Cost per Lead: Cable Television** – The total cost of cable television marketing campaigns divided by the number of qualified sales leads generated through the cable TV advertising channel over a certain period of time.

## Cost (Cont.)

- **Cost per Thousand (CPM): Direct Mail** – The total cost of direct mail campaigns divided by each one-thousand impressions (i.e., views) generated through the direct mail channel over a certain period of time.
- **Cost per Thousand (CPM): Email** – The total cost of email marketing campaigns divided by each one-thousand impressions (i.e., views) generated through the email marketing channel over a certain period of time.
- **Cost per Thousand (CPM): Phone** – The total cost of phone-based marketing campaigns divided by each one-thousand impressions (i.e., views) generated through the phone marketing channel over a certain period of time.
- **Cost per Thousand (CPM): All Traditional Channels** – The total cost of marketing/advertising campaigns through traditional channels (TV, radio, print and outside ads) divided by each one-thousand impressions (i.e., views) generated through traditional channels over a certain period of time.
- **Cost per Thousand (CPM): Television (All Types)** – The total cost of television marketing campaigns (includes syndicated, cable and broadcast TV) divided by each one-thousand impressions (i.e., views) generated through the TV advertising channel over a certain period of time.

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