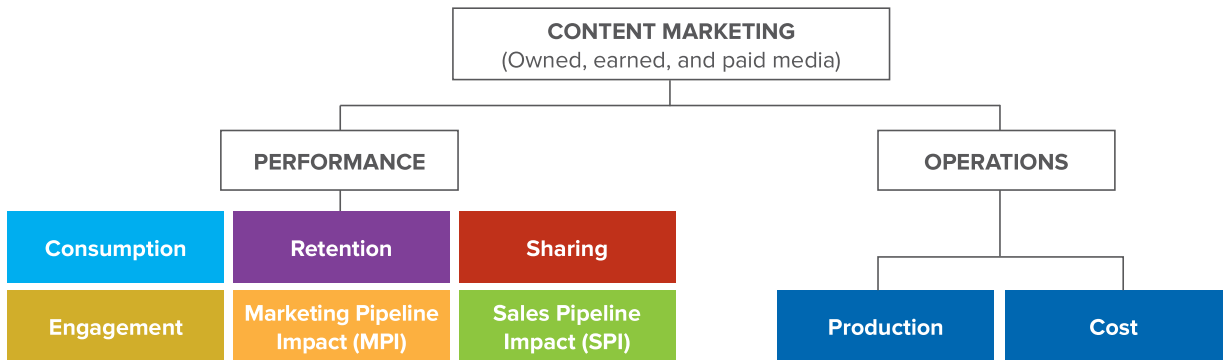


# Curata's Content Marketing Metrics and Analytics Model



	SITE/BLOG	ASSET	SOCIAL MEDIA	EMAIL	FEEDS
CONSUMPTION	<ul style="list-style-type: none"> <li>Page views</li> <li>Unique visitors</li> <li>Avg. time on site</li> </ul>	<ul style="list-style-type: none"> <li>Downloads</li> <li>Form-completions</li> </ul>	<ul style="list-style-type: none"> <li>Link clickthroughs</li> </ul>	<ul style="list-style-type: none"> <li>Clicks</li> <li>Open rate</li> </ul>	<ul style="list-style-type: none"> <li>Clicks</li> <li>Views</li> </ul>
RETENTION	<ul style="list-style-type: none"> <li>% Returning</li> <li>Bounce rate</li> <li>Number of visits</li> <li>Pages/Visit</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Followers</li> </ul>	<ul style="list-style-type: none"> <li>Subscribers</li> <li>Unsubscribers &amp; opt-outs</li> </ul>	<ul style="list-style-type: none"> <li>Subscribers</li> </ul>
SHARING	<ul style="list-style-type: none"> <li>Social media link shares</li> <li>Retweets</li> <li>Likes</li> </ul>			<ul style="list-style-type: none"> <li>Forwards</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
ENGAGEMENT	<ul style="list-style-type: none"> <li>Session duration</li> <li>Page Depth</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Comments &amp; social media chatter</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
MPI	<ul style="list-style-type: none"> <li>New leads generated (First, last, &amp; multitouch)</li> <li>Existing leads touched</li> <li>Content score</li> </ul>				
SPI	<ul style="list-style-type: none"> <li>% and \$ value of opportunities influenced/generated</li> <li>% and \$ value of opportunities won</li> </ul>				
OPERATIONS	<b>Production</b> <ul style="list-style-type: none"> <li>Time to live</li> <li>Content throughput</li> <li>Content backlog</li> </ul>	<b>Cost</b> <ul style="list-style-type: none"> <li>Production costs per post</li> <li>Distribution costs per post</li> <li>Promotion costs</li> </ul>			
ROI	<ul style="list-style-type: none"> <li>Return on investment</li> <li>Pipeline influence per word per writer</li> </ul>				

If you use this graphic framework, please cite and link to [www.curata.com](http://www.curata.com)