SAME WAR, NEW WEAPONS · MEASUREMENT & DATA

Metrics That Matter

A reference sheet for reading past the easy numbers to the few that move revenue. Sort every metric into its layer, swap the easy ones for useful ones, and build page one around a single question: did marketing make money this month?

STEP 1 · SORT EVERY METRIC INTO ITS LAYER

REACH · the context

Were we in the room?

- Impressions and reach
- Rankings
- Sessions and page views
- Followers and video views

Use it to spot problems. Never use it to judge results.

INTENT · the signal

Are the right people paying attention?

- Impression share on keywords that sell
- Search click-through rate
- Landing page conversion rate
- Qualified lead rate

Use it to find where the funnel leaks.

REVENUE · the verdict

Did the money come back?

- Cost per qualified lead
- Lead-to-sale rate
- Revenue or pipeline by channel
- Payback period

The hardest to collect. The only layer the business runs on.

Step 2 · Swap the easy number for the useful one

Easy metric	What it hides	Track this instead
Impressions	Whether the right people saw it	Impression share on the keywords that sell
Rankings	How often you actually appear	Search Console impressions and clicks per keyword
Clicks and CTR	Whether visitors could buy	Landing page conversion rate
Sessions	Broken or duplicate sessions	Key events: form fills, calls, chats
Leads	Whether the leads were real	Qualified lead rate and lead-to-sale rate
Cost per lead	Lead quality	Cost per qualified lead and cost per sale

Step 3 · Build page one around four tiles

Spend

This month, last month, same month last year

Qualified leads

Leads your sales team accepts, not form fills

Cost per qualified lead

Spend divided by qualified leads

Revenue or pipeline

From your CRM or sales sheet, imported monthly

Below the tiles: one trend chart of these four numbers and one table by channel. Reach, traffic, and rankings go on page two, labelled as diagnostics.

Is your ranking real? A four-point check

1. **Divide impressions by monthly searches.** Search Console impressions for the keyword, over its Keyword Planner monthly volume.
2. **Read rank across several weeks.** A rank that jumps between 2 and 100 is a flicker, not a position.
3. **Search like your buyers.** Logged out, from their city, on their device.
4. **Follow it to leads.** A keyword that ranks but never converts is still a vanity number.

> **0.35%**
>
> In one real account, page-one keywords appeared in 0.35 percent of their monthly searches. The rank tracker said page one. Real searchers rarely saw it.
>
> *Electric-vehicle information website, July 2026, anonymised.*

The monthly reading routine

1. **Start at the bottom.** Read revenue and cost per sale before traffic.
2. **Check the pipes.** Are key events firing? A sudden spike in direct traffic is usually a tagging gap.
3. **Compare, do not just read.** Against last month and the same month last year.
4. **Ask the 20 percent question.** If this number moved 20 percent, what would I change?
5. **Write down one decision.** A dashboard that never changes a decision is decoration.

What GA4 and Looker Studio cannot see

- Offline influence: TV, outdoor, word of mouth
- The sale itself, unless revenue is imported
- Lead quality, unless it is scored
- The searches where you never appear

> **THE DECISION RULE**
>
> If a metric went up 20 percent tomorrow and you would not change anything, it does not belong on page one. Keep it, label it as a diagnostic, and give its space to a number that decides where the next rupee goes.

Not sure your dashboard is telling the truth?

We set up GA4 and Looker Studio reporting that connects spend to leads and revenue, not just traffic.

→ Talk to us about analytics setup