

Marketing KPI Dictionary

50+ Marketing Metrics: Definitions, Formulas & Benchmarks

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2026 Edition

Acquisition Metrics

KPI Name	Formula / Definition	Benchmark
Customer Acquisition Cost (CAC)	Total acquisition spend / new customers	£239 avg B2B SaaS
Cost Per Lead (CPL)	Campaign spend / leads	£188 avg B2B SaaS
Cost Per Acquisition (CPA)	Campaign spend / conversions	Varies by channel
Click-Through Rate (CTR)	(Clicks / impressions) x 100	3-6% Google Search, 1.5% social
Bounce Rate	(Single-page sessions / total sessions) x 100	30-55% B2B
Website Conversion Rate	(Conversions / visits) x 100	2.5-3.0% global avg
Form Conversion Rate	(Submissions / form views) x 100	2-5% newsletter, 3-8% demo
Trial-to-Paid Rate	(Paid users / trial users) x 100	25-60%

Funnel Metrics

KPI Name	Formula / Definition	Benchmark
MQL to SQL Rate	(SQLs / MQLs) x 100	13-21% B2B SaaS
SQL to Opportunity Rate	(Opportunities / SQLs) x 100	50-62%
Opportunity to Close Rate	(Closed-won / opportunities) x 100	15-30%
Sales Pipeline Velocity	(Opps x deal value x win rate) / cycle days	£2,134/day at 30-45d
Lead Response Time	Time from lead submission to first contact	<5 minutes ideal

Revenue Metrics

KPI Name	Formula / Definition	Benchmark
Return on Ad Spend (ROAS)	Revenue from ads / ad spend	4:1 healthy, 5:1+ excellent
Customer Lifetime Value (LTV)	AOV x purchase frequency x lifespan	3:1 LTV:CAC minimum
LTV:CAC Ratio	LTV / CAC	3-5:1 healthy
Net Revenue Retention (NRR)	(Start MRR + expansion - contraction - churn) / start MRR	110%+ mid-market
Monthly Recurring Revenue (MRR)	Total monthly subscription revenue	Company-specific
Average Revenue Per Account (ARPA)	Total MRR / total accounts	Company-specific

Retention Metrics

KPI Name	Formula / Definition	Benchmark
Churn Rate	$(\text{Customers lost} / \text{customers at start}) \times 100$	2.8-5.7% monthly by stage
Gross Revenue Retention	$(\text{Start MRR} - \text{contraction} - \text{churn}) / \text{start MRR}$	85%+ healthy
Customer Satisfaction (CSAT)	$(\text{Satisfied responses} / \text{total responses}) \times 100$	75-85%
Net Promoter Score (NPS)	% promoters - % detractors	30-50 good, 50+ excellent

Content & Engagement

KPI Name	Formula / Definition	Benchmark
Email Open Rate	$(\text{Opens} / \text{delivered}) \times 100$	25-30% B2B
Email CTR	$(\text{Clicks} / \text{delivered}) \times 100$	2.3-3.8%
Social Engagement Rate	$(\text{Engagements} / \text{impressions}) \times 100$	1-3% LinkedIn
Content ROI	$(\text{Revenue attributed to content} - \text{content cost}) / \text{content cost}$	Varies
Organic Traffic Growth	$(\text{Current period} - \text{previous period}) / \text{previous period} \times 100$	10-20% MoM growth stage

Attribution Metrics

KPI Name	Formula / Definition	Benchmark
First-Touch Attribution	Assigns 100% credit to first touchpoint	Use for awareness analysis
Last-Touch Attribution	Assigns 100% credit to final touchpoint	Use for conversion analysis
Multi-Touch Attribution	Distributes credit across all touchpoints (linear, time-decay, position-based)	Recommended for full-funnel