Typology of audience-focused digital metrics

| Dimension Audience | Type/subtype of measure → How many are coming fro | m locations from outside our | Specific measure* → Out-of-market traffic |
|---|---|---|---|
| location: where | local market? → How many are coming from locations in our local | | (filter for other |
| are they physically? | | | measures) → In-market traffic (filter |
| priysicumy. | market? | | for other measures) |
| For in market | | | |
| traffic: Audience size | → Reach – how many | → How many people are | → Visitors |
| and | people are we reaching? | "coming in the door" | |
| composition – | | → How many separate individuals are coming? | → Unique visitors (uniques) |
| how many are there and of | | → How well are we doing at attracting individuals | → In-market share (%) of total uniques |
| what sort? | | from within our market? | total uniques |
| | → Demographics – what's the profile of our audience? | → What's their age? | → Age distribution of |
| | | → What's their gender? | uniques → Gender % of uniques |
| | | → What's their income? | → Income distribution of uniques |
| Audience behaviors: how engaged are they in our content? | → Consumption - how much of our content do they view? | → How much in total? | → Total page views |
| | | → During a single visits? | → Page views per visit |
| | | → Per person over a given period of time? | → Page views per unique |
| | → Attention – how much of our audience's time are we capturing? | → How much in total? | → Time spent total |
| | | → During a single visits?→ Per person over a given | → Time spent per visit |
| | | period of time? | → Time spent per unique→ Bounce rate |
| | a lavaler li C | → Do they stick around? | Visite was I |
| | → Loyalty – how often does our audience come back to us? | → How often do people come back on average? | → Visits per local unique |
| | | → How much of a habit are we for our audience? | → Percentage of uniques at defined habituation |
| | | | levels (e.g., >20 visits/month) |
| Audience source: - how do they get to our content on our sites? | → Direct – how well do we do as a destination site for our audience? | → How well overall? | → Total direct referral |
| | | → How well relative to | visits → Direct visits as % of |
| | | other sources? | total |
| | → Search – how well does our content do via search? | → How well overall? | → Total search referral visits |
| | | → How well relative to other sources? | → Search visits as % of total |
| | | → How well by each search | → Breakdown of each |
| | | site? | search source as % of total |
| | → Social referral – how well do we do in getting | → How well overall? | → Total social referral visits |
| | click-throughs from our presence on social sites? | → How well relative to | → Social visits as % of |
| | | other sources? → How well by each social | total → Breakdown of each |
| | | site? | social site as % of total |
| | → Other referral – how well do we do in getting | → How well overall? | → Total other referral visits |
| | click-throughs from other sources of referral? | → How well relative to | → Other referral visits |
| | | other sources? → How well by each other | as % of total → Breakdown of each |
| | | referral source? | other referral source as % of total |
| Audience by | → for Reach – what | → How much on | → Desktop share % of |
| device – what | share of their traffic | desktop? | total visits |
| sort of screen are they viewing | (visits) is on which screen? | → How much on mobile? | → Mobile share % of total visits |
| our content on? | | → How much on tablet? | → Tablet share % of total visits |
| | → for Consumption - | → How much on | → Desktop share % of |
| | what share of their | desktop? | total page views |
| | content consumption (page views) is on which | → How much on mobile? | → Mobile share % of total page views |
| | screen? | → How much on tablet? | → Tablet share % of total page views |
| | → for Attention - how | ' → How much on | → Desktop share % of |
| | much of their attention | desktop? | total page views |
| | (time) is spent on which screen? | → How much on mobile? | → Mobile share % of total page views |
| | | → How much on tablet? | → Tablet share % of total page views |
| | 1 | 1 | cotai page vievos |

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