

Typology of audience-focused digital metrics

Dimension	Type/subtype of measure	Specific measure*
Audience location: where are they physically?	→ How many are coming from locations from outside our local market?	→ Out-of-market traffic (filter for other measures)
	→ How many are coming from locations in our local market?	→ In-market traffic (filter for other measures)
<i>For in market traffic:</i>		
Audience size and composition – how many are there and of what sort?	→ Reach – how many people are we reaching?	<ul style="list-style-type: none"> → How many people are “coming in the door” → How many separate individuals are coming? → How well are we doing at attracting individuals from within our market?
	→ Demographics – what’s the profile of our audience?	<ul style="list-style-type: none"> → What’s their age? → What’s their gender? → What’s their income?
Audience behaviors: how engaged are they in our content?	→ Consumption - how much of our content do they view?	<ul style="list-style-type: none"> → How much in total? → During a single visits? → Per person over a given period of time?
	→ Attention – how much of our audience’s time are we capturing?	<ul style="list-style-type: none"> → How much in total? → During a single visits? → Per person over a given period of time? → Do they stick around?
	→ Loyalty – how often does our audience come back to us?	<ul style="list-style-type: none"> → How often do people come back on average? → How much of a habit are we for our audience?
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?	<ul style="list-style-type: none"> → How well overall? → How well relative to other sources?
	→ Search – how well does our content do via search?	<ul style="list-style-type: none"> → How well overall? → How well relative to other sources? → How well by each search site?
	→ Social referral – how well do we do in getting click-throughs from our presence on social sites?	<ul style="list-style-type: none"> → How well overall? → How well relative to other sources? → How well by each social site?
	→ Other referral – how well do we do in getting click-throughs from other sources of referral?	<ul style="list-style-type: none"> → How well overall? → How well relative to other sources? → How well by each other referral source?
Audience by device – what sort of screen are they viewing our content on?	→ for Reach – what share of their traffic (visits) is on which screen?	<ul style="list-style-type: none"> → How much on desktop? → How much on mobile? → How much on tablet?
	→ for Consumption - what share of their content consumption (page views) is on which screen?	<ul style="list-style-type: none"> → How much on desktop? → How much on mobile? → How much on tablet?
	→ for Attention - how much of their attention (time) is spent on which screen?	<ul style="list-style-type: none"> → How much on desktop? → How much on mobile? → How much on tablet?

* All measures within a given time frame (e.g., week, month)