	Facebook	Instagram	Snapchat	EDM	Website	AdWords
Traffic Generation Metrics						
Overall site traffic	X				X	X
Traffic sources	X			X	X	X
Mobile traffic	X			X	X	X
Click through rate	X	X			X	X
Cost per click	X	X			X	X
Conversion Metrics						
Conversion rate	X	X		X	X	X
Cost per lead	X	X			X	X
Bounce rate	X	X		X	X	X
Average cost per page view					X	X
Average page views per visit	X	X		X	X	X
Average time on site	X	X		X	X	X
Rate of return visitors	X				X	X
Revenue Metrics						
Return on Investment	X	X		X	X	X
Cost per acquisition	X	X		X	X	X