

Metrics Formulas Cheatsheet

Use this cheat sheet to figure the KPIs that you've chosen to measure for your campaign.



AWARENESS

- **Audience Growth Rate:**
 $\text{Net New Followers} / \text{Total Audience} \times 100 = \text{Growth Rate Percentage}$
- **Post Reach:**
 $\text{Reach of Any Post} / \text{Total Followers} \times 100 = \text{Post Reach Percentage}$
- **Potential Reach:**
 $\text{Total Number of Mentions} \times \text{Follower of the Accounts That Mentioned You} = \text{Theoretical Reach}$
Potential Reach is 2-5% of your Theoretical Reach
- **Social Share of Voice (SSoV):**
 $\text{Your Brand Mentions} / \text{Total Mentions (Your Brand Mentions + Competitor Mentions)} = \text{SSoV Percentage}$

ENGAGEMENT METRICS

- **Applause Rate:**
 $\text{Total Approval Actions of a Post} / \text{Total Followers} \times 100 = \text{Applause Rate Percentage}$
- **Average Engagement Rate:**
 $\text{Total Likes, Comments \& Shares} / \text{Total Followers} \times 100 = \text{Average Engagement Rate Percentage}$

Note: The benchmark for this metric is different on every platform. Facebook and Twitter, for example, typically have lower engagement rates (e.g., 0.5% to 1%). Instagram, on the other hand, is known for its relatively high engagement rates (e.g., 3% to 6%).

- **Amplification Rate:**
 $\text{Total Post Shares} / \text{Total Followers} \times 100 = \text{Amplification Rate Percentage}$
- **Virality Rate:**
 $\text{Number of Shares} / \text{Number of Impressions} \times 100 = \text{Virality Rate Percentage}$

CONVERSION METRICS

- **Conversion Rate:**
 $\text{Conversions} / \text{Total Clicks} \times 100 = \text{Conversion Rate Percentage}$
- **Click-Through-Rate (CTR):**
 $\text{Total Clicks} / \text{Total Impressions} \times 100 = \text{CTR Percentage}$
- **Cost per Click (CPC):**
 $\text{Total Ad Spend} / \text{Total Measured Clicks} = \text{CPC}$

- **Cost per Thousand Impressions (CPM):**
 $\text{Total Ad Spend} / \text{Total Ad Impressions} \times 1000 = \text{Cost per Thousand}$
- **Social Media Conversion Rate:**
 $\text{Social Media Conversions} / \text{Total Number of Conversions} \times 100 = \text{SM Conversion Rate Percentage}$
- **Conversation Rate:**
 $\text{Total Comments} / \text{Total Followers} \times 100 = \text{Conversation Rate Percentage}$

LOYALTY/ADVOCACY METRICS

- **Customer Satisfaction Score (CSat):**
 $\text{Sum of Scores} / \text{Number of Respondents} \times 10 = \text{CSat Score}$
- **Net Promoter Score:**
 $\text{Promoters} - \text{Detractors} \times 100 = \text{Net Promoter Score}$

Source: <https://blog.hootsuite.com/social-media-metrics/>