8fig

Metric	What it measures	Formula
Average Order Value (AOV)	Track how much your customers spend at checkout on average.	AOV = Total Revenue / Total Number of Orders
Customer Lifetime Value (CLV)	Measures how valuable your customers are over their lifetime with your brand.	CLV = Purchase Frequency x AOV x Gross Profit Margin x Customer Lifespan
Conversion Rate	Tracks how many visitors clicked or engaged with a link, button, or CTA.	CR = number of conversions / number of visitors
Customer Acquisition Cost (CAC)	Calculates the average of how much it costs you to acquire more customers.	CAC = Sales and Marketing Costs / Number of New Customers
Return On Ad Spend (ROAS)	Tracks how much revenue your ads generate.	ROAS = Revenue Generated / Ad Spend
Cart Abandonment Rate	Indicator for how efficient and effective your checkout process is.	Cart Abandonment Rate = (# of Completed Purchases / # of Shopping Carts Created) x 100
Click Through Rate (CTR)	Defines the rate at which users click on your marketing campaigns.	CTR = # of Clicks / # of Impressions
Purchase Frequency	Measures the average of how many times customers buy from you in a given timeframe.	Purchase Frequency = Total # of Orders / # of Unique Customers
Average Session Duration	Tracks how long your customers stay on your website.	To track Session Duration, you need an analytics tool, like Google Analytics
Net Promoter Score (NPS)	Assesses customers' experiences with your brand.	NPS = % of promoters - % detractors