Key Performance Indicators for Advertising Sites

Recommended KPI's for Senior Managers	
Overall Traffic Volume And Number Of Page Views	The overall traffic volume dictates the number of ad views and page views. Knowing the average number of the two is how to sell advertising units. Look for consistency to ensure delivery of advertising views
Average Revenue Per Visit	Determine the number of impressions served, your acquisition costs and the total advertising money generated. To most accurately track the site revenue, look at average revenue per thousand impressions, minus your average cost per visit.
Average Cost Per Visit	A simple measurement of your acquisition costs compared to your average revenue per visit. The challenge is defining actual marketing costs within a certain time period.
Subscription Conversion Rate	Some advertising sites are interested in marketing through e-mail, newsletters or social media. Those who convert consider the material to be relevant, leading to increased loyalty and retention.
Recommended KPI's for Strategists and Tactical Resources	
Average Visits Per Visitor	An indication of how appealing the content is to your visitors, their overall level of interest. Choose a time period (daily, weekly or monthly) and start with unique visitors, counting them only one time.
Ratio Of New To Returning Visitors	Another metric for the acquisition mode. Reported in the form of a ratio comparing the number of visitors you acquire versus the number you retain
Visits Of High, Medium And Low Time Spent	The metric is a comparative percentage. The longer the visit, the more exposure to advertising views. It also provides additional perspective on your visitor's interest and engagement. When combined with average page views per visit, it demonstrates how visitors are spending their time. Segment by customer life cycle to see if you are meeting the expectations of each.

Percent Of Visitors Using Search	Monitoring your search function is a key tool to determine if the site content establishes immediate relevance. If the percentage is high, also look at percent zero results or yield to understand what visitors are seeking that isn't being provided. If the number is low, look at operational issues.
Percentage of High, Medium and Low Page Depth Visits	When visitors are engaged in the content of your site, they tend to spend more time on fewer pages. A high number usually indicates the visitor is looking for more relevant information
Landing Page "Stickiness"	Landing pages are key to the conversion rates being monitored. "Stickiness" demonstrates people are staying on the page, increasing the likelihood of conversion.