

Metrics That Matter

Marketing

Separating the numbers that inform decisions from the ones that flatter.

Decision metrics

- Cost per acquisition
- Customer lifetime value
- Contribution margin per order
- Retention and repeat rate
- Incremental revenue from a test

Vanity metrics

- Impressions and reach alone
- Followers and page likes
- Total pageviews
- Email opens, now unreliable
- Time on site without context

THE DIFFERENCE THAT MATTERS

Vanity metrics rise with spend regardless of effect. Decision metrics can get worse when you spend more, which is the point.

The pairing that matters most is CAC against CLV. Every other marketing number is downstream of that ratio.