

## BASIC METRICS IN INTERNET MARKETING

Nataliya Mamontova<sup>1</sup>, Valerii Myronchuk<sup>2</sup>, Mykola Denysenko<sup>3</sup>,  
Oleksandr Levchenko<sup>4</sup>

<sup>1</sup>Doctor of Science (Economics), Professor, Department of Finance, Accounting and Audit, National University of Ostroh Academy, Ostroh, Ukraine, ORCID: <https://orcid.org/0000-0002-2477-6335>

<sup>2</sup>Postgraduate student, The National University of Ostroh Academy, Ostroh, Ukraine, ORCID: <https://orcid.org/0000-0002-2291-3930>

<sup>3</sup>Doctor of Science (Economics), Professor, Doctor of Habilitation of Sciences of economics, Professor of Management and Entrepreneurship Department, Volodymyr Vynnychenko Central Ukrainian State University, Kropyvnytskyi, Ukraine, ORCID: <https://orcid.org/0000-0001-8767-9762>

<sup>4</sup>Doctor of Science (Economics), Professor, Head of Management and Entrepreneurship Department, Volodymyr Vynnychenko Central Ukrainian State University, Kropyvnytskyi, Ukraine, ORCID: <https://orcid.org/0000-0001-5452-7420>

**Abstract.** This study provides a comprehensive analysis of essential metrics in Internet marketing, highlighting their importance for optimizing campaign performance in a rapidly digitalizing economy. As digital transformation reshapes industries, marketing strategies increasingly rely on data-driven insights, making metric tracking a cornerstone of effective marketing efforts. The goal of this research is to examine the most frequently employed metrics in digital marketing and to evaluate their relevance for contemporary business needs, especially for companies adapting to an evolving technological landscape.

The study employs a multi-method approach, beginning with a literature review of key academic and industry sources on digital marketing metrics. It synthesizes findings from these sources, organizing metrics into categories based on their roles in measuring engagement, cost-efficiency, and long-term value. A comparative analysis highlights the differences between traditional and digital metrics, emphasizing the benefits of real-time tracking in digital contexts. Additionally, the study includes practical applications by examining case studies from digital-intensive industries, illustrating the impact of metrics on marketing strategies. This combination of methods provides a structured framework that supports both theoretical understanding and practical use of digital metrics.

Key metrics explored in this study include impressions, clicks, click-through rate (CTR), conversion rate (CR), cost per conversion, return on ad spend (ROAS), customer acquisition cost (CAC), and customer lifetime value (LTV). Each metric fulfills a specific role within digital campaigns: impressions and clicks provide insights into initial user interest, CTR and CR offer indicators of user engagement and ad effectiveness, while CAC, ROAS, and LTV measure the cost-efficiency and potential long-term value of customer acquisition. By categorizing these metrics, this study clarifies their functions and shows how they contribute to comprehensive performance tracking.

Analysing these metrics allows businesses to refine their marketing strategies, align resources efficiently, and adapt campaigns in real-time to changing market dynamics. The research highlights that metrics-driven decision-making enables marketers to achieve competitive advantages by accurately targeting audiences and optimizing advertising expenditures. Utilizing these metrics in real-time has been shown to empower businesses to enhance customer engagement, improve campaign reach, and maximize return on investment, which is increasingly critical in the digital marketplace.

Findings underscore the pivotal role of metric analysis in the modern digital landscape, supporting the argument that

metrics-driven approaches enhance marketing accuracy and overall performance. This research concludes that understanding and effectively applying these metrics is vital for companies aiming to remain competitive. Future research

should focus on accumulating further data on the usage of these metrics across various industries, with an emphasis on their impact in IT and other digitally intensive sectors, to validate their effectiveness and refine best practices in digital marketing.

**Keywords:** comprehensive analysis; metrics; marketing; digital marketing; decision-making.

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