

## 12.10: Measuring success

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How you measure the success of an online advertising campaign will depend heavily on the objectives you set for that campaign. For this reason, it is important to set those objectives before the campaign begins. The objective you have in mind will inform the goals you monitor (where “goal” is a specific user action), and that in turn will inform the KPIs you track. You will also want to measure events, or steps in the conversion process.

As an example, if your objective is awareness, you may want to look into the following KPIs, among others:

- Number of visits to your website
- Amount of user engagement (measured by time on site, comments on or shares of a social ad)
- Number of product views
- Number of brochure downloads.

Remember, KPIs are going to differ based on your objectives, so always keep that in mind!

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