



# ANALYTICS CHEAT SHEET

METRICS TO TRACK BASED ON YOUR GOALS

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## **GOAL: BRAND AWARENESS METRICS TO TRACK:**

- Reach Impressions
- Likes and comments
- Story mentions
- Post tags
- Shares
- Follower growth
- Hashtag mentions

## **GOAL: BRAND ENGAGEMENT METRICS TO TRACK:**

- Engagement
- Accounts engaged
- Profile visits
- Likes and comments
- Profile activity
- Story replies
- Story mentions
- Story interaction
- Post saves
- Shares

## **GOAL: LEAD GENERATION METRICS TO TRACK:**

- Website taps
- Link sticker taps
- Custom UTM clicks
- DMs received
- Inquiries
- Shop sticker taps
- Product page taps
- Social discount codes used
- Email list sign ups
- Lead magnet sign ups