

Content Measurement Framework

1	Business objectives	What is the purpose of your organization?
2	Content goals	What actions do you want people to take?
3	Success metrics	What relevant metrics can be used to measure your content goals over time?
4	Audience segments	What audience segments will provide meaningful insights on content goals?
5	Targets	What does success look like?

Sample Metrics, Segments & Targets

Metrics → Segments → Targets

Pageviews	Email newsletter	1,500 pageviews (weekly)
New visitors	Social media	40% new visitors (monthly)
Bounce rate	Press releases	75% bounce rate (monthly)
Conversion rate	Spring marketing campaign	20% conversion rate (monthly)