

# The Digital Marketing Index (DMI)

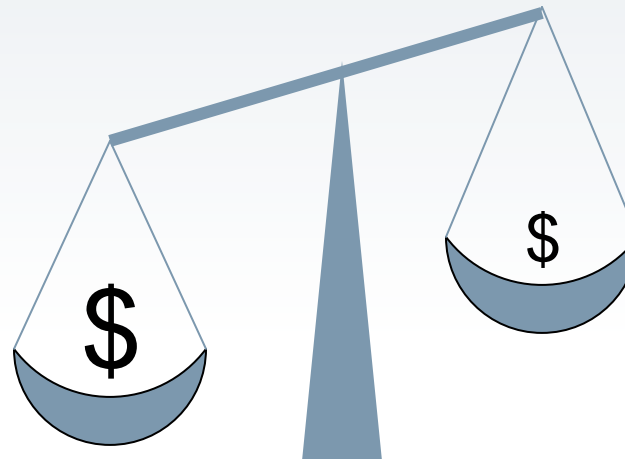
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Metrics



Brand Strategy  
Budget Allocation  
Market Performance



Tactic	Measure	"At Benchmark" Range	Brand X	
			Results	Bench-mark
Paid Search	Click-through rate	.010% – .020%	.013%	●
	Cost per click	\$1.00 – \$2.00	\$1.30	●
	Cost per enrollment	\$50 – \$75	\$42	●
Banners	Cost per impression	\$0.02 – \$0.03	\$0.01	●
	Click-through rate	.010% – .020%	.015%	●
	Cost per click	\$2.00 – \$3.00	\$1.75	●
CPA	Cost per enrollment	\$100 – \$150	\$160	●
Web Site	Engagement rate	\$3.00 – \$4.00	\$3.50	●
Web Site	Engagement rate	40% – 60%	65%	●
Enrollment	Enrollment rate	5% – 10%	20%	●
Emails	Delivery rate	90% – 95%	92%	●
	Open rate	10% – 20%	15%	●
	Click-through rate	10% – 20%	15%	●



Relative  
Brand Rank  
vs.  
Cohort  
Brands