Liferay®

B2B Digital Commerce: 5 Common KPIs to Track

These five common KPIs give you the details you need to monitor customer adoption and satisfaction and concentrate your efforts on the interactions that bring the greatest value to the company.

1 Website Traffic

Your website is essential to your eCommerce business, and you want to give customers what they want. Website traffic metrics tell you who is visiting your site (unique visitors), how they find your site (traffic by source), and what they do while they're there (click-through rate, sales conversions, time on page).

2 Customer Acquisition Cost (CAC)

It costs time and money to acquire new customers. Is what you're spending worth it?

While **44%** of companies concentrate their efforts on finding new customers, the success rate of selling to these new customers ranges from 5% to 20%.

The average customer acquisition cost for manufacturers is **$662**. This includes the cost of advertising to reach new customers, salaries and bonuses for marketers and sales personnel, and overhead for those departments.

3 Customer Lifetime Value (CLV)

The value of a customer is more than the amount of business they bring in this year. CLV takes into account the total value of a customer over a period of time.

The value of your current customers extends beyond the **dollar amount they bring in**. A satisfied customer is less likely to turn to your competition, refers additional business to you, and leaves positive reviews. You can track customer value at touchpoints (churn rate, sales conversions, dwell time) interactions, and throughout the customer journey (repeat customer, interactions per visit).

4 Rate of Return

Mistakes happen. Customers may receive the wrong item. The item may be defective. A package may arrive at the wrong address. Returns cost money, but they also factor into customer satisfaction. Keep the rate of return as low as possible and work to reduce this number.
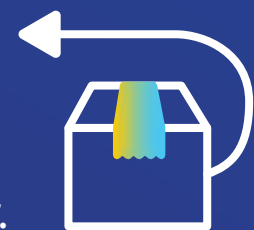
5 Sales Conversion Rate

If what you're doing is working, you should see increased website traffic leading to increased sales. Sales conversion rate is the total number of sales divided by the total number of sessions in your online store. A closer look at this metric shows you the conversion rates of referral sources, campaigns, and products.