

# For data-driven marketers, it's all about conversion rates

Article



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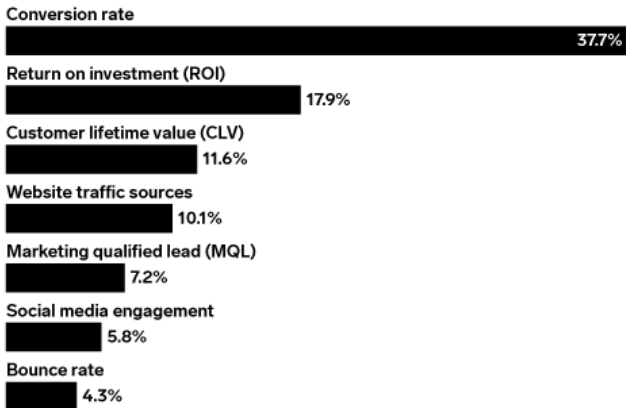
**Conversion rate** is by far the top metric among marketers worldwide, with **37.7%** tracking this key performance indicator for data-driven marketing. Meanwhile, **17.9%** have their eyes on **return on investment**, and **11.6%** keep close watch on **customer lifetime value**.

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## Metrics Used by Marketing Professionals Worldwide for Data-Driven Marketing, Oct 2021

% of respondents

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Note: n=207  
Source: GoodFirms, "Data-Driven Marketing: Metrics, Important Elements & Trends," Nov 17, 2021

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