

# The top metrics content executives use for measuring performance

Article

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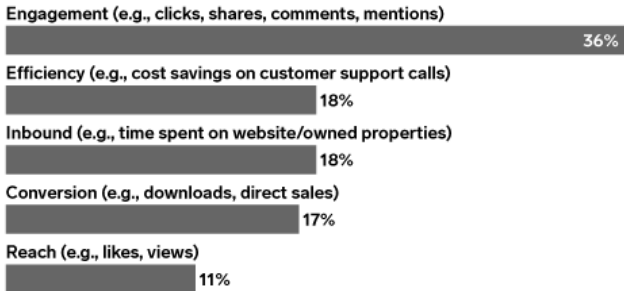
Engagement is the No. 1 metric content executives use to measure performance. Of those surveyed worldwide, **36%** turn to benchmarks like clicks, comments, and shares most often

when determining the success of a piece of content. Other performance indicators, such as cost savings and downloads, are still important but less commonly used.

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**Most Common Metric Content Executives Worldwide Use to Measure How Their Content Is Performing, March 2021**

*% of respondents*



*Note: n=375*

*Source: Altimeter, "The 2021 State of Digital Content," May 14, 2021*

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