



WEB3PRO  
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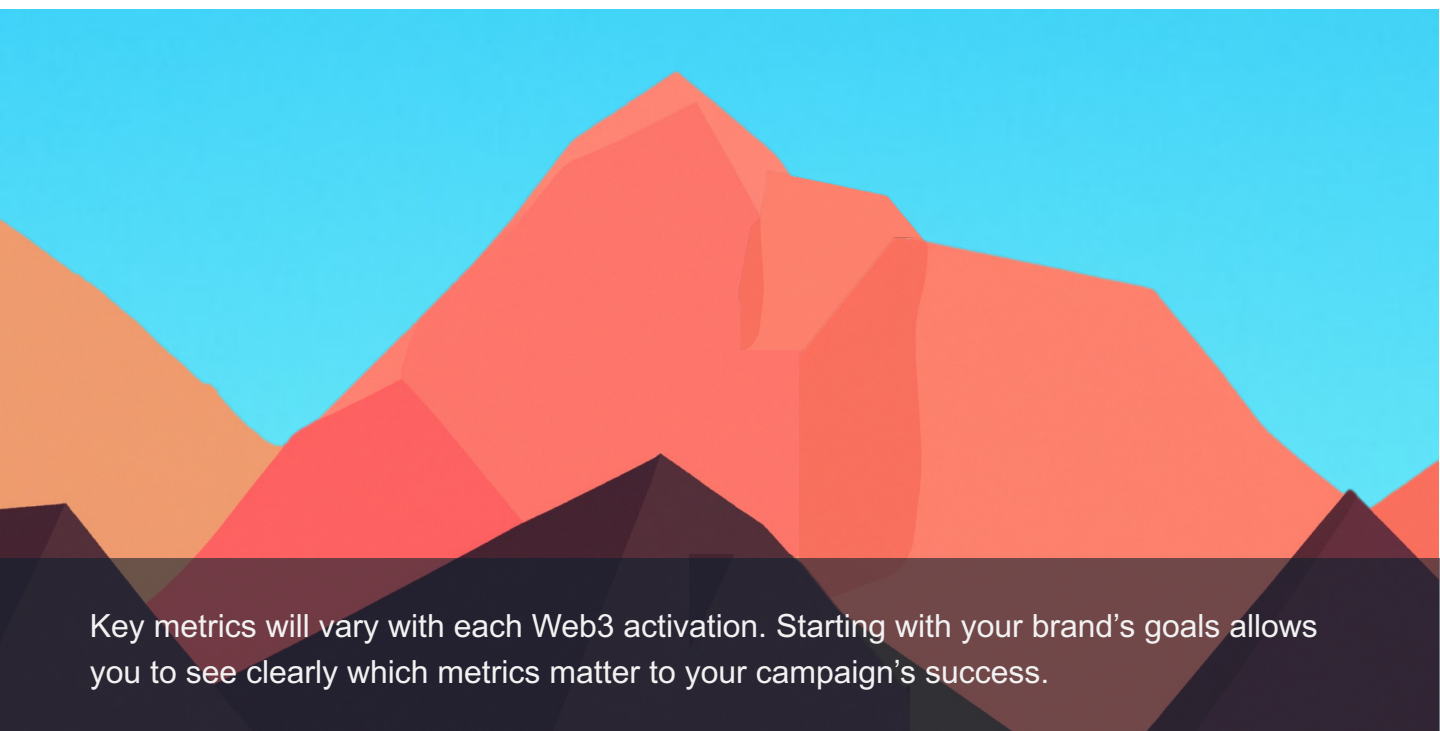
# Web3 Campaign **Metrics:** A Starting List

# Web3 Campaign Metrics: A Starting List

Management guru Peter Drucker has said, “What gets measured gets improved.”

Key campaign metrics for your Web3 offering should include:

- Number of customers and the revenue and ROI they generated
- Number of impressions gained on your website and social media platforms
- The growth of your online community and engagement
- Earned media gains



Key metrics will vary with each Web3 activation. Starting with your brand’s goals allows you to see clearly which metrics matter to your campaign’s success.

# Revenue and Participation

**REVENUE IS ONLY ONE PART OF THE EQUATION.**

When evaluating the success of an NFT campaign, revenue is only one of several metrics to consider. Many brands give away NFTs for free, making participation rates, engagement, and social media impressions important indicators of success. By tracking participation rates, you can gauge how well your campaign is resonating with your audience and identify areas for improvement.



Participation is of particular importance because it helps you build a loyal fanbase and drive long-term success for your Web3 campaign. By tracking participation over time, you can identify trends and determine which tactics are most effective at driving engagement. Whether it's signing up for your email list or bidding in an auction, monitoring participation rates can help you adjust your marketing strategy and improve the overall effectiveness of your digital asset campaign.

# Other Metrics to Track

## IMPRESSIONS

A well-designed marketing campaign plays a key role in driving visitors to your website and social media platforms. After that, it is important to watch and track the number of visitors to the landing page of your NFT and the extent of engagement on social media. Higher impressions are an indicator that your message is resonating. Consider changing your message if the number of impressions is low.



## COMMUNITY GROWTH

If your message is on point and engaging, the number of followers you have will increase. Higher engagement is an early indicator of success. It also keeps your brand NFT top of mind, increases word of mouth, and spurs virality in your followers' networks.

## MEDIA COVERAGE

Releases about NFTs should be spread across all major target media markets and in specialist outlets such as [NFT Magazine](#), [Crypto Briefing](#), and [TechCrunch](#), which have a high reach amongst the crypto and Web3 communities.

## Determine your Goals. Choose Your Metrics.

One brand may be primarily targeting higher revenues, while another may be seeking to generate greater buzz. Yet another may launch an NFT campaign mainly to grow its community.

Choose what to focus on and then decide what to measure accordingly. When a brand attempts to achieve too many objectives, the campaign usually does not succeed.

For tips on what Web3 can accomplish for your brand, email [hello@web3pro.com](mailto:hello@web3pro.com).

# STAY IN TOUCH

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