



THE COMMUNITY MANAGER'S GUIDE TO UNDERSTANDING METRICS THAT MATTER



How Much Exactly Does Community Analytics Matter?



92%

of community leaders believe their efforts have a positive effect on the business.

However,

35%

said they lack the metrics to articulate it.

88%

of communities with an advanced strategy can calculate community value, and

70%

can directly link the community to business outcomes. However, only

22%

have such strategies in place.

4,530%

is the ROI seen by average overall communities. An organization invests

\$153 of value per year and receives

\$682

per year in an advanced community (average).

Community Vibrancy Metrics

These metrics track the overall engagement of your online community

- 01 **Logins Versus Unique Logins:** Rather than seeing how many times the login button has been clicked, focus on how many new people logged into your community.
- 02 **Unique Contributors:** If your community is witnessing fresh content by first-time posters every month, it means it's growing and engaging.



Content Consumption Metrics

These metrics track how relevant your community content is

- 01 **Top Pageviews:** Gauging which topics or pages get the top views on the community can help you identify topics that the members are most interested in.
- 02 **Time on Page:** A good few mins on community pages mean the content is being read, whereas less time means the viewer isn't finding the content relevant to their need.



Customer Support Metrics

These metrics track if your community is lowering support costs

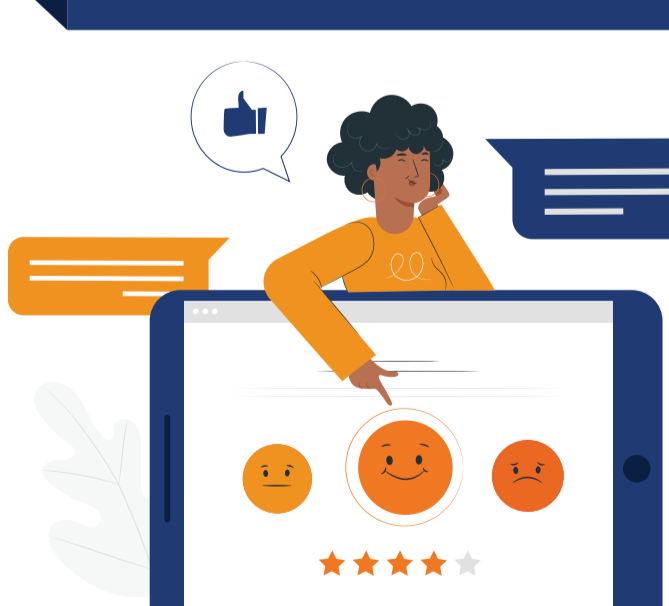
- 01 **Customers Contacting Support After Pageviews:** These are the people who contact support even after viewing community content.
- 02 **Support Tickets:** Check the total number of tickets being raised every month. If you are continuously posting new topics, the number of support tickets should come down.



Customer Retention Metrics

These metrics track the relationship between your community and CSAT

- 01 **NPS Score:** How likely are you to recommend our community to a friend or colleague? Answer on a scale of 0-10." This pretty much explains NPS.
- 02 **Churn Rate:** This metric is used to measure how many members have stopped using your community i.e., deleted or inactive accounts, say from the last three months.



Business Integration Metrics

These metrics track the impact of your community on core business outcomes

- 01 **Customer Acquisition:** You can track how many new leads are acquired from your community. They will be the visitors who turn into paying customers.
- 02 **Insights & Research:** You can get rich insights from customer discussions about your product roadmap, i.e., which features and enhancements your customers want.



Sources

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- 2). <https://communityroundtable.com/what-we-do/research/the-state-of-community-management/the-state-of-community-management-2020/>
- 3). <https://communityroundtable.com/what-we-do/research/the-state-of-community-management/the-state-of-community-management-2020/>