

MAC: Digital Marketing KPIs 2024

LFN Webinar Series (2024)

LFN Webinars	Registrations	Live Attendees	Attendance Rate	YouTube Views
Webinars TBD				

LFN Technical Events (2023)

LFN Events	Registrations	Live Attendees	Attendance Rate	Event Satisfaction
LFN Developer & Testing Forum (May)				
LFN Developer & Testing Forum (TBD H2)				
ONE Summit NA (April-May)				
Totals Year to Date				
Benchmarks (per tech event)				

Analysis:

TBD

*Some people attended without filling in the registration form.

Web (2024)

LFN Website	Q1 2024	Q2 2024	Q3 2024	Q4 2024	2024 Complete Year
Users					
Pageviews					
Downloads					
Traffic Sources	(Jan 1 - March 31 2023) Direct: Referral: Search: Social: Email: Other:	(April 1 -June 30) Direct: Referral: Search: Social: Email: Other:	(June 1 - Sept. 30) Direct: Referral: Search: Social: Email: Other:	(Oct. 1 - Dec 31) Direct: Referral: Search: Social: Email: Other:	
2023 Users benchmark					
2023 Pageviews benchmark					
2023 Downloads benchmark					
2023 Traffic Sources benchmark					

Analysis:

Downloadable Content(2024)*

Downloadable Original Content Pieces	Downloads** (YTD)	Downloads 2024	Downloads (2023)
2023 Year In Review (Feb.)			
5G Super Blue Print White Paper (Dec. 23)			
Avid Think White Paper: Rise of Open Source in Networking (Nov. 23)			
AI White Paper			

Total (of all Downloads to date):			
2023 Benchmarks (per piece):			

Analysis:

General Email (2024)

LFN Emails	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
LFN Newsletters / Special Sends 1. Delivered 2. Unique Opens 3. Open Rate 4. Total Clicks												

Analysis:

ONE Summit Emails (2024)

ONE Summit Emails	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
LFN Newsletters / Special Sends 1. Delivered 2. Unique Opens 3. Open Rate 4. Total Clicks												

Paid Promos (2024)

Channel	Focus	Cost	Clicks	Cost per click	Conversions	Cost /conv	Impressions
Google Ads							
Totals							
Google Ads							
Twitter Ads							
LinkedIn Ads							

Social Media (2024)

LFN Twitter	Twitter	Q1 2023	Q2 2023	Q3 2023	Q4 2023	2023 Total
	Followers (total)					
	New Followers					
	% Growth					
	Organic Impressions					
	Profile visits					
	Tweets					
LFN Linked In	Linked In					
	Followers (total)					
	New Followers					

	% Growth					
	Impressions					
	Updates/Posts					
	Page Views					

Analysis: .

PR / AR / Comms (2023)

Activity	Q1	Q2	Q3	Q4	YTD Totals	Benchmarks
Press Releases						
Press Clips						
Aggregate Readership						
Briefings						
3rd Party Speaking Engagements						

Analysis: