

Essential marketing KPIs in the era of generative AI

Are you tracking the right metrics in the age of AI? Use this checklist to build marketing strategies that keep the latest trends top of mind.

SEARCH ENGINE OPTIMIZATION (SEO)

- AI VISIBILITY SCORE**
Ranks how often your brand/web domain appears in AI-generated answers.
- ZERO-CLICK VALUE**
Identifies the visual value provided by generative AI, capturing brand awareness in AI-generated answers.
- AI REFERRAL TRAFFIC**
Tracks how many users reach your site after first interacting with it through an AI surface, like an AI answer, summary, or chatbot response.

CONTENT MARKETING

- AI REFERRAL TRAFFIC**
Shows how well your content converts visibility within AI answers into actual visits to your core campaign pages.
- PAID VIEWS**
Helps monitor whether AI-driven discovery is increasing (or cannibalizing) overall content consumption.
- ENGAGED SESSIONS**
Indicates whether visitors arriving from AI surfaces are sticking around and interacting meaningfully.
- GOOGLE EVENTS (DOWNLOAD, FORM FILL, ETC.)**
Confirms whether AI-influenced traffic is driving deeper actions and conversions.

SOCIAL MEDIA ADVERTISING

- IMPRESSIONS**
Measures how often your ads are shown as algorithms shift to AI-driven placement and audience prediction.
- ENGAGEMENTS**
Reflects how well your content resonates as AI models prioritize relevance and interaction signals.
- POST CLICKS**
Tracks click-through behavior in feeds increasingly shaped by AI recommendation engines.
- REFERRAL TRAFFIC**
Shows whether AI-optimized social feeds are still sending users off-platform to your site.
- CONVERSIONS**
Indicates how effectively AI-targeted ads turn audience engagement into measurable outcomes.
- A/B TESTING RESULTS**
Reveals which creative performs best as AI tools accelerate variations, learning, and optimization.

Smart, effective marketing is guided by data and sharpened by strategy.

Ready to raise the bar? Start the conversation at hello@toubesagency.com

KEY TAKEAWAY

AI can uplevel your marketing strategies. As our technology evolves, so should the ways we measure and create success.